Miracles of Marketing

In many years of doing advertising and promotion for every conceivable type of product and service, we have discovered a single most important fact that has produced more proved successes than any other. That fact is:

Any promotion is most effective in its simplest, quickest, boldest, most direct (and as a result) least expensive form.

This possibly will come as a surprise to you, since it is pretty well accepted that the great quantity of advertising and promotion, the tremendous sums spent for marketing and merchandising, and the general lack of interest on the part of prospects...suggests that success must be purchased by budget, rather than earned with Ideas.

This may be true if you go "by the book." If you distribute, advertise and promote according to formula, pattern and doctrine.

But why do this?

You will learn about distribution and sales successes based on nothing more than a novel or humorous or unusual approach, about national sales achieved with no more than sales letters, folders or small space advertisements. All of which proved more effective than personal selling, expensive advertising and costly promotion.

The pages that follow are in truth, examples of Miracles of Marketing. You should profit by them.

Irving Levy

Publishers of Advertising Ideas & Merchandising Newsletter
In its 14th year 815 Park Avenue, New York 21, New York

WHAT'S YOUR PROBLEM?

WHITE SPACE; THE MOST POWERFUL DEVICE YOU CAN USE

Screw-top bottles drive you m-a-d?
Turn the page and you'll be glad

Vacuum tops too firm and tight?
Here's the tool that works just right

Nuts that you would like to eat?
Use the tool that's hard to beat

Caps on bottles spoil the teeth?
Hook off easy—underneath

Anchor tops you try to pry?
Now there's just no reason why

Wines and liquors make you burn?
Open now with just a turn

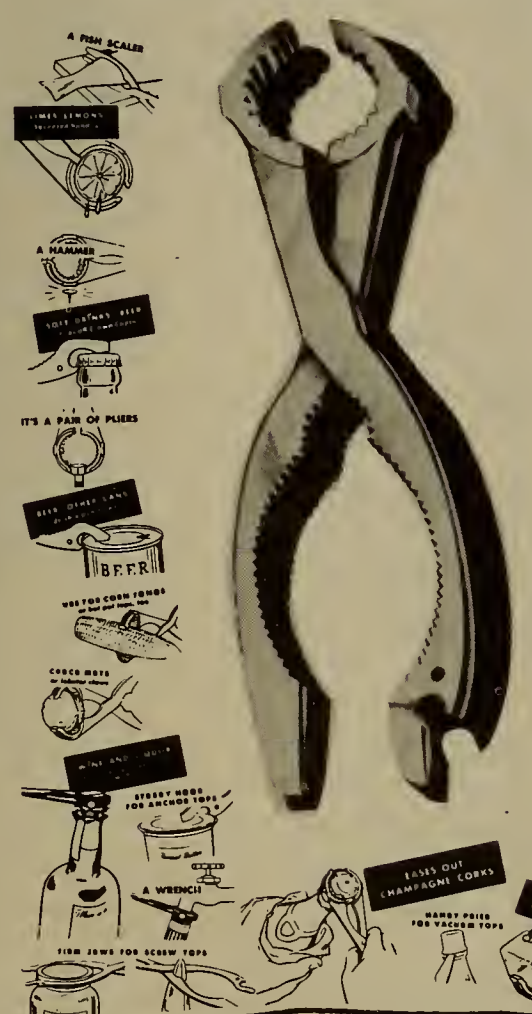
Beer in cans that need a punch?
You'll like this, we've got a hunch

Mason Jars sealed by a mason?
Turn this page, oh golly, hasten!

This does all - - and more

THE WORLD FAMOUS AMI OPEN ALL

So Versatile - - It's POSITIVELY TALENTED



You Name It—
AMI DOES IT!

We human beings have perfected many things for many uses. We've created lots of things for lots of needs.

But here, in a single tool, is just about the handiest, most adaptable, most versatile instrument for easier living that has ever been devised. You'll agree with us.

For here is every advantage of lever action, gripper teeth and tooled metal that it is possible to conceive in a single unit.

Handsome, sturdy, rich and practical. Beautifully boxed and perfectly packaged. Finished in choice of chrome or gold.

Wonderful as a gift! Perfect as an award! Ideal for every home!

Order Now

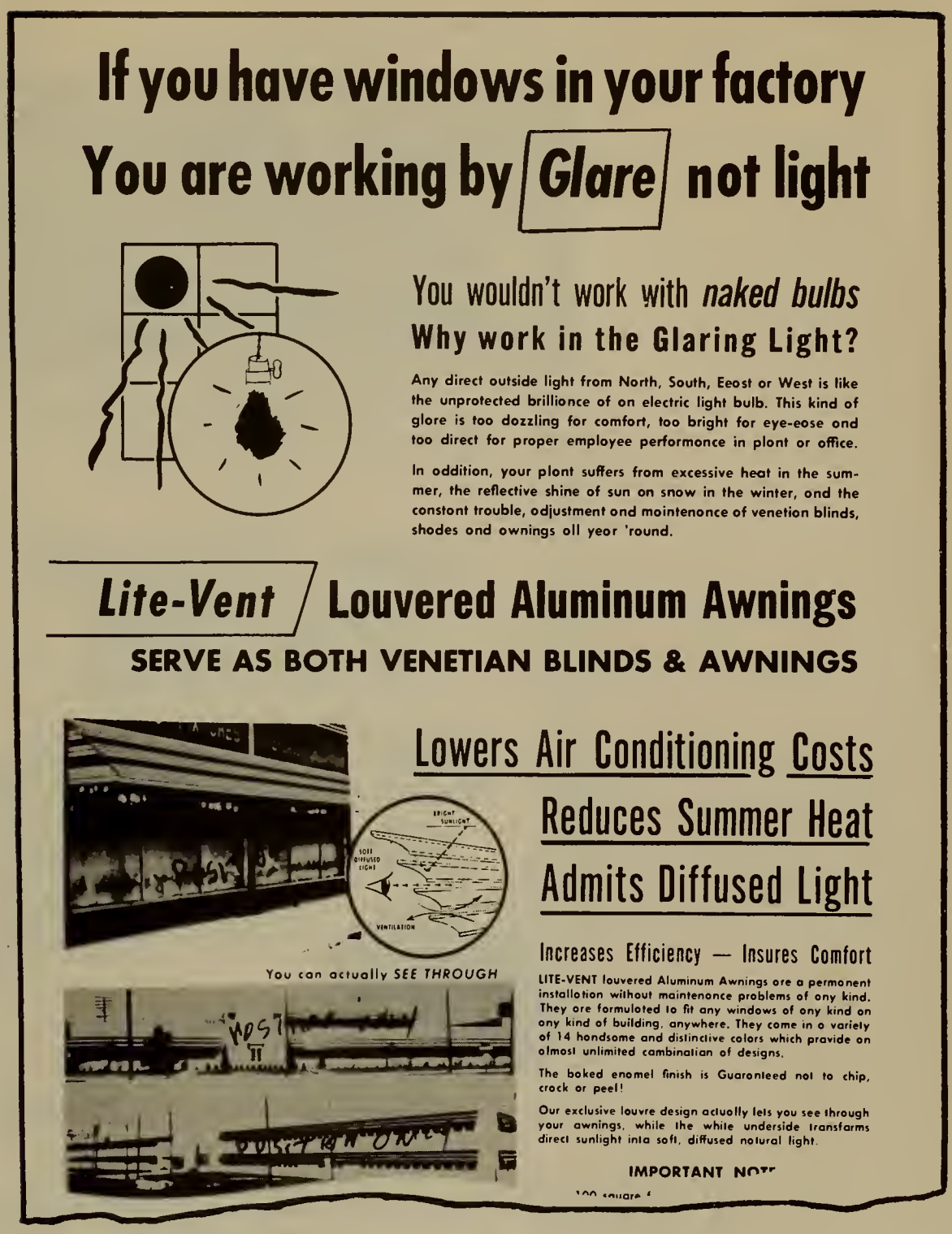
- For The Kitchen
- For The Bar
- For The Basement

It is our firm conviction that the worst thing you can do to a promotion, is to make it too 'pretty.'

The minute you use high-style (unless you're selling high-style) you produce a typical advertisement, and you can say what you want, people don't like to read ads.

About 10 years ago, this combination bottle opener and everything-else-you-can-think-of, was practically a drug on the market. No activity. No acceptance to speak of. No sales. No interest.

The simple, bare and calculated promotional piece on this page; in black and red, with white space as the most powerful motif' was the single promotion that was unusual and uncommon enough to get jobber's attention and interest, and resulted in orders that have since made this one of the most popular gifts and gadgets on the market.



HOW TO USE LOGIC TO COMBAT LASSITUDE

Our problem in this promotion was to get inquiries from plant managers, purchasing agents, general managers or others on an executive level that allowed decisions of a major nature.

This is a pretty tough audience, since these men are inundated by mail, calls and promotion; hesitate to commit themselves by returning reply cards, vacillate in sticking their necks out, and are reluctant to obligate themselves to still another salesman's call.

How to combat this? With logic. The headline in this piece was a fact; so startling (because it was recognized, but not realized,) the challenge about working with 'naked bulbs' so perceptive, the logic and advantages of Aluminum Awnings so obvious, that returns surpassed our greatest expectations.

Which proves that when you have simple logic to start with, it doesn't pay to muddle it up with a lot of distracting and pretty colors, Madison Avenue cliches or unsubstantiated exaggerations.

THE ENVELOPE ENCLOSURE THAT HAS BECOME FAMOUS IN THE RETAIL FIELD...

You see very little of a creative nature in retail advertising. This isn't surprising, when you realize the low calibre of talent that the small salaries allow.

'A price and a product' pasted into position is about the best that you can expect, and even if you come up with a good, clever, practical mat, these little minds with smaller talents will cut up your mat and change it, to justify their income.

Nevertheless, this simple, inexpensive one-color envelope enclosure was produced to be used by department stores; inserted with their monthly statements to their customer lists.

We produced it originally in a limited quantity, for use during a single season. To date, it has been reprinted countless times, and has been in constant use for 12 years.

It ridicules in a biting manner the hilarious situation when a woman is outsmarted by flying particles of dust, and (from what we've been told) even women (who have little sense of humor) see the humor and ludicrous waste of energy in typical dusting.

the **R***egistered Shirt Laundry Association*

Mr. Irving Levy
Park Avenue
New York 28, New York

Dear Irving:

I had high hopes when you first came recommended to us for our advertising and promotion.

Frankly I wouldn't have ventured to hope for the kind of results that we have enjoyed from our first mailing that you created for us to introduce our New Shirt Program to large retail laundry concerns.

It may interest you to know that 8 days after the initial mailing to 7,000 prospects, we have already received over 500 inquiries by mail, many 'phone calls and nearly a dozen telegrams. This should certainly pass the 10% mark in the days to come.

I remember asking if you thought we might make 2% return, and your hesitancy in making any specific promises. Frankly, if youhad promised a 10% return, I don't think I would have believed or hired you.

Don't go away.

Cordially yours,

What does it cost to introduce an entirely new idea, to an entirely virgin market, in an entirely unprepared trade?

If you have always assumed that it takes a big budget, extensive trade advertising, expensive sales calls and many months, as well as lots of effort, promotion, marketing and advertising...

Read how a single Air Mail promotion to 7,000 prospects, produced an immediate national acceptance within 30 days, and a million dollars gross sales in one year.

See next page...

HOW TO CREATE A WHOLE NEW MARKET WITH A SINGLE MAILING

This is really a fantastic story with a O.Henry twist.

This young feller came to us with an exceptional basic idea. It was his intention to sell quality men's white shirts through laundries, for resale to the public.

His reasoning was that, since women constituted the major part of laundry traffic, and since research proved that women purchased most men's shirts (in the lower price bracket) and since the laundry (in the mind's of most women) was an authority on shirts that would launder best, what better way, and which better source was there to sell shirts in volume-?

Follow? He packaged this concept into a promotion that was sheer genius. He called the promotion 'Registered Shirts' and formed it into an Association.

> The 'Association' suggested to the industry that it was already a recognized and accepted operating body. The 'Registered' Shirt was based on the fact that every shirt purchased was Registered at the time of sale, and was guaranteed for one year.
>
> Providing the laundry that made the sale, did the laundering.

Quite a concept. The purchaser enjoyed a quality shirt at a low price, plus a one-year guarantee. The laundry made an initial profit on the sale of the shirt, plus assurance of laundering for a year.

Now the problem was to get this idea over to the trade in a hurry, on a limited budget, and with orders in sufficient quantities to put the business on a paying basis with a single mailing.

> But that wasn't all the problem. The audience wasn't too literate, wasn't known as a prime mail-order or direct mail market. They were the kind who threw away third class mail, glanced at most first class promotion, and generally read messages that were in bold type, red color, and illustrated.

Now, when you recognize the problems and limitations of your audience, you are better off than when you just concentrate on what you may think are the features. In direct mail, features don't need promoting as much as problems need solving (and that is our astute observation for the day.)

To combat the problems, we used a large sheet; 8½ x 18 inches. This is because you can't tell BIG news in small space. We selected this size because the long sheet was accordion-folded down to fit a regular No.10 business envelope. A broadside envelope would advertise the contents as promotion.

To insure further that the envelope would be opened, we sent the 7,000 pieces by Air Mail. The extra 3¢ postage over first class was our best insurance, since we knew that every envelope would not only be opened, but would enjoy a concentrated (even if temporary) amount of attention.

continued on next page...

Since we had done everything possible to insure that the piece would be opened, we also did everything possible to assure that it would be read. You'll note that there are 10 different headlines, every other headline in red. There was a variety of type that would nauseate a perfectionist, (but we weren't selling perfectionists.) There was a cartoon, illustration, photos, balloon copy and illustration gimmicks (the portion of tape-measure.)

Most important, there was excitement, logic, interest and detail. But notice that even if you skimmed the piece and read only the 10 different headlines, you got the story.

Mr. Plantowner-if you like Money

READ THESE FEW WORDS

1 32 33 34 35

OPEN A NEW BUSINESS IN 3 FEET OF SPACE_

Or let your Routemen add $2,800.00 and more in gross monthly sales

In recent tests, the Brunswick Laundry of Jersey City, N.J. sold over 700 Registered* Shirts in 10 days.* This is just one typical example of a brand new phenomena in laundering service: the SELLING AT RETAIL and LAUNDERING of a BRANDED LINE OF QUALITY WHITE SHIRTS, available only *from local laundries* . . . and featured in *your* stores and by *your* routemen!

Over 100 laundry and dry cleaning services have already installed the Registered® Shirt method of sales and service. Others are joining this exclusive method of merchandising every day. Now, we are making this available nationally, to those selected laundries who receive this mailing. Read every word, because you can add $30,000.00 (and more) to your yearly gross sales (depending on your outlets).

** In only 5 outlets out of 60*

SELL *REGISTERED* SHIRTS AT $3.69 $5.00 value

The shirts that are trained to come back to you for laundering-week after week, month after month

You make $1.11 Profit on Every Sale

And every sale brings that shirt back to you for laundering, an average of 26 times a year!

You already have the traffic and routeman contacts Turn them into a "Buy-Cycle" of SALES AND SERVICE

Over 80% of men's shirts are purchased by women! Over 80% of your customers are women! YOU HAVE A CAPTIVE AUDIENCE—A tremendous market just waiting for you to offer quality shirts at a lower price, yet Guaranteed for one full year! Now Registered® Shirts makes it easy for you to increase sales and gross and traffic with a program that has been proved and profitable in every single outlet that has featured this method.

You retail Registered® Shirts at one price of $3.69, make $1.11 profit. More important, you Guarantee these shirts for one full year, providing that you do the laundering! Figuring that a shirt is laundered every two weeks at an average of 25¢, each shirt brings you an added income of $6.50 per year (plus new laundering and dry cleaning customers that this service will attract).

I DO YOUR SELLING FOR YOU!

Nothing to wrap, pack, sell or demonstrate

Every shirt is wrapped in our exclusive polyethylene "talking package" (see above). This has proved to be the most dynamic and original form of selling in the retail field. The shirts *sell*, the stand *sells* . . . and *you* make the profit. Routemen need only show the package, and the sale creates itself.

You get everything necessary for local promotion, including window posters, counter cards, truck posters, bundle inserts, mailing pieces, newspaper mats, radio spots, TV spots, frayed warning tags, sales guides etc.

Get Free Facts! Use the enclosed postage paid Air Mail Reply Card Now!

The [illegible] ciation

We take little credit for the success of this campaign. The basic idea and concept were already there.

We do take credit for the fact that we provided the necessary method of INSURING that the message would be seen, read and reacted to.

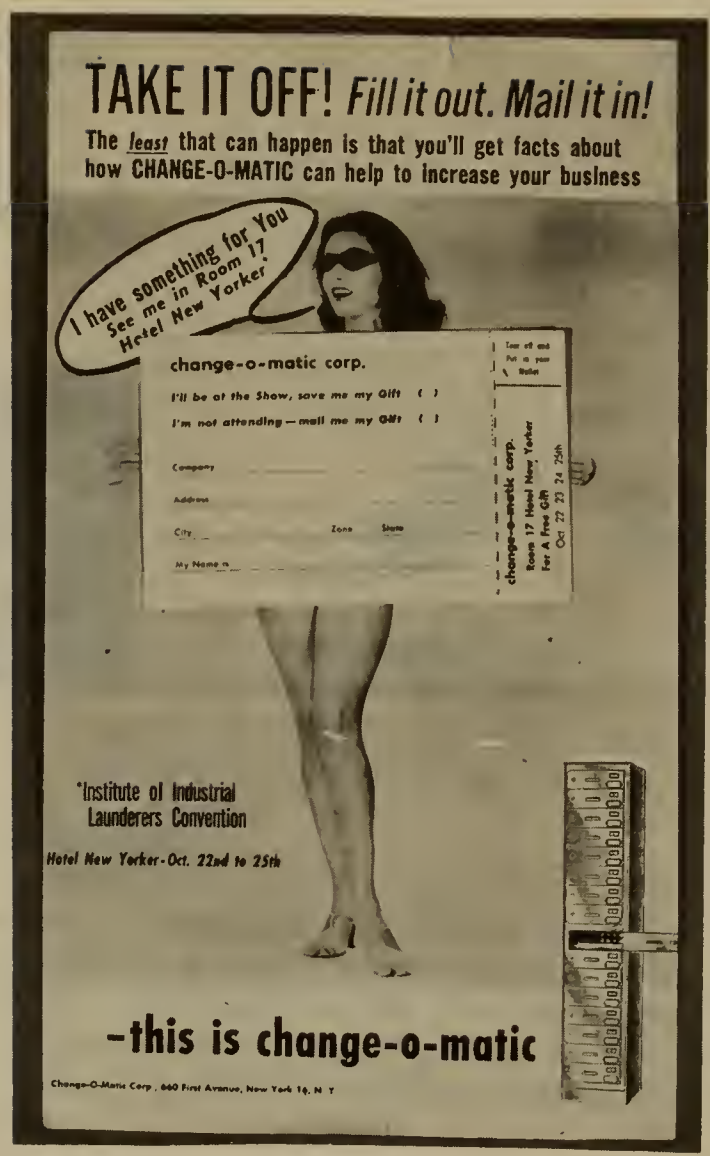
On a previous page, you saw the letter that indicated better than 10% in enthusiastic returns; by mail, 'phone, wire etc.

The volume the first year, in a tough and virgin (if there are any virgin laundrymen) market came to nearly one million dollars at wholesale, to the trade.

We mention that this was to the trade, because the shirts arrived at the retail outlets, lay there and died. And here is where the O.Henry ending comes in.

Our hero, who dreamed up this idea, suddenly wanted gold type on black backgrounds; the Tiffany style. We refused to do this, since cut-rate laundries aren't the place for this jazz. So he went to a Madison Avenue ad agency, who touted him OFF of the Registered idea, onto a tie-in with a picture called Madison Avenue (a bomb if there ever was one.)

A year later he came back to us, but that's another story.



MINSKY BY MAIL

This is probably the first and only 'strip-tease' by mail, and it produced nearly a 40% return in bonafide replies.

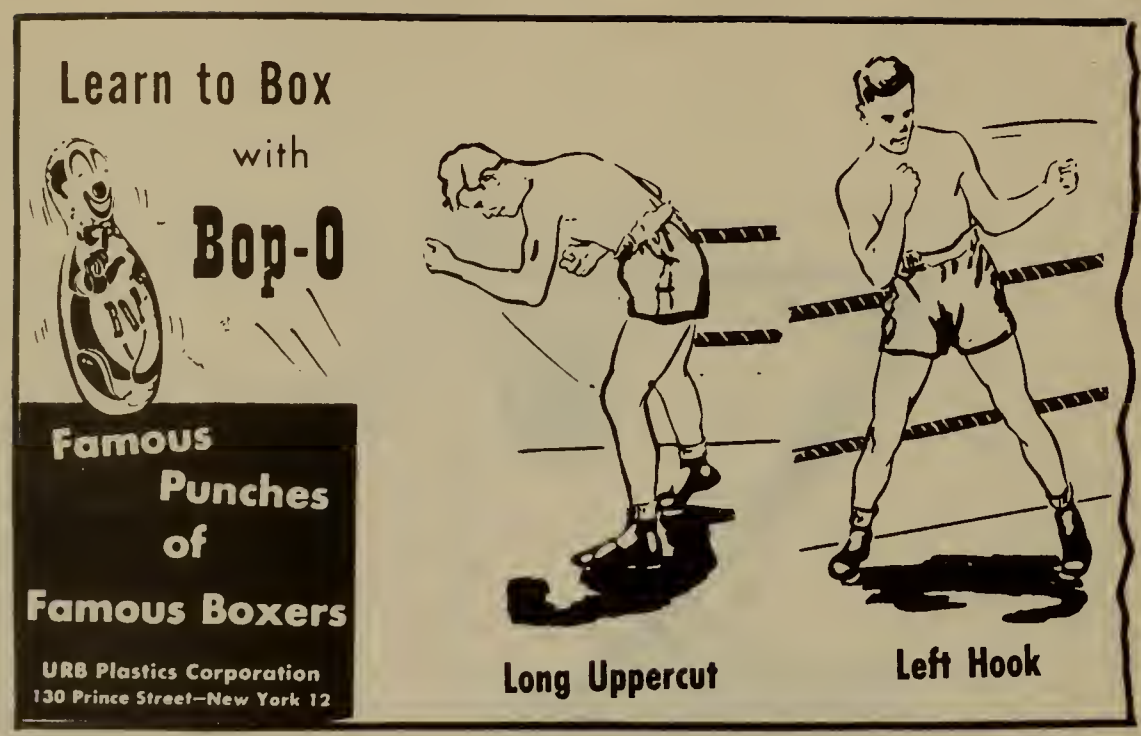
This client sells a new type of installation for plants, designed to speed and simplify the collection of soiled work uniforms, and the distribution of clean garments. Where formerly employees would have to line up at a laundry truck to exchange garments (and waste many minutes) they now exchanged garments in their own compartments in a matter of seconds.

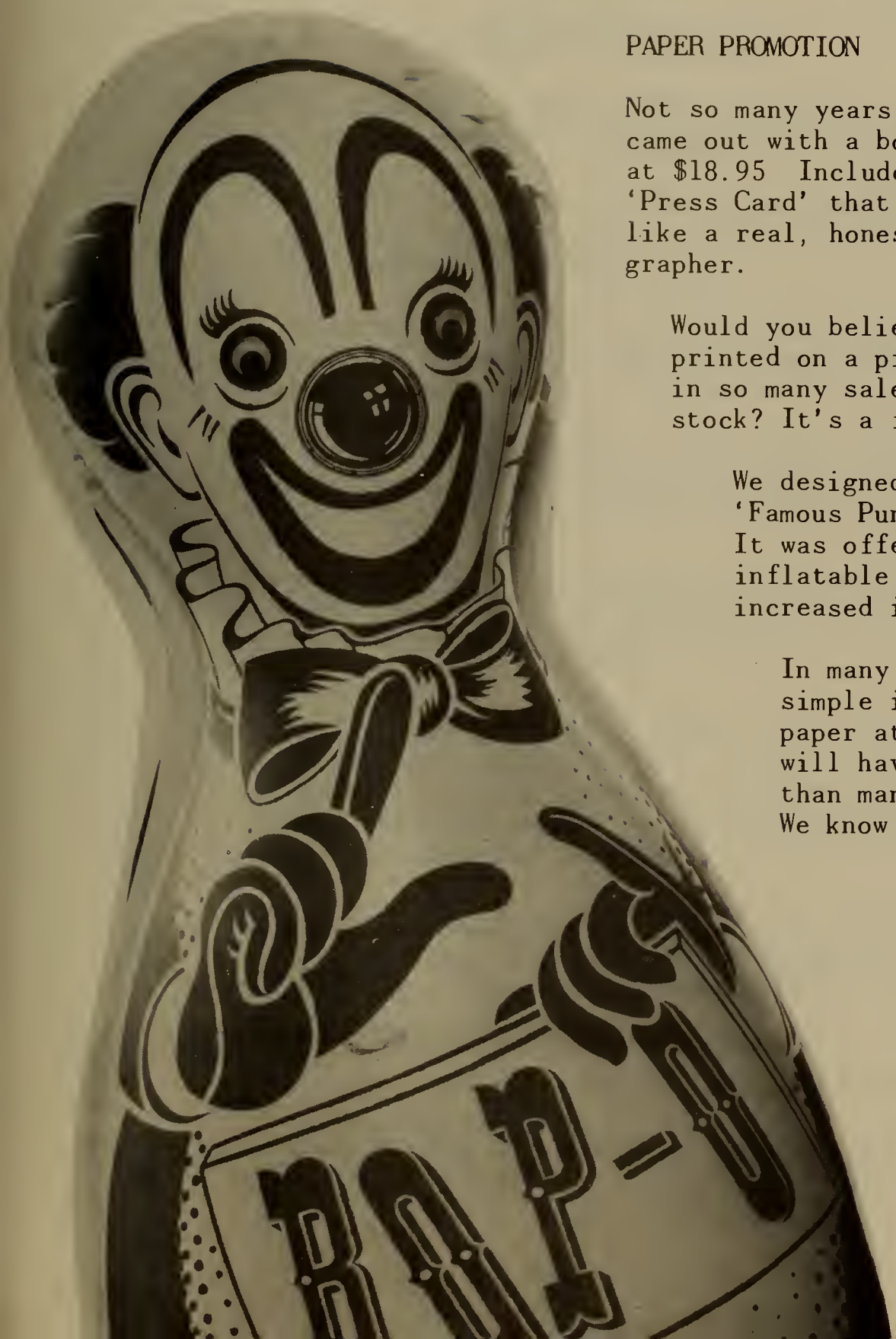
It was our problem to sell industrial laundries on adding this installation at each of their accounts. Now, aside from the problem of selling this as a concept, then selling the cost as an investment, we had the greater (and more immediate) problem of selling them on READING THE MESSAGE IN THE FIRST PLACE.

If you send a promotion to librarians (for example,) or CPA'S (as another example) you have a literate audience, which reads and finds it no problem. But to some groups, you have to create something that gets around their reluctance to the dull and printed word.

To prove this; our monthly mailings to this group produced an average of 2% to 8% returns. This mailing, using a reply card that had to be removed (and promised untold joys) produced 38% in highly enthusiastic replies.

Which just goes to prove that you must talk in the vernacular of your prospects, even if that vernacular is funny pictures, balloons for copy or s-x.





PAPER PROMOTION

Not so many years ago, a camera manufacturer came out with a boxed camera assortment priced at $18.95 Included in the box was a realistic 'Press Card' that could be worn in the hat like a real, honest-to-gosh newspaper photographer.

Would you believe that this simple idea printed on a piece of cardboard resulted in so many sales that stores ran out of stock? It's a fact.

We designed a paper folder showing 'Famous Punches of Famous Boxers.' It was offered free with each 'Bop-O' inflatable boxing clown, and sales increased immediately.

In many cases, you'll find that a simple idea printed on a piece of paper at a cost of a penny or so will have more consumer appeal than many an expensive promotion. We know of dozens of examples.

HOW TO OFFER A PREMIUM SUCCESSFULLY

We've often been asked whether to feature a premium or a product, when such a campaign is contemplated.

We've found that when you divide your allegiance and feature both premium and product equally, you dilute both and cut the effectiveness of your promotion in half.

We feature the premium first and then the product, since (it must be assumed) if the product had sufficient appeal unto itself, you wouldn't need the premium in the first place.

But that isn't the purpose of this diatribe. We want to tell you about a premium promotion that produced OVER 1,000 actual, bonafide orders for $17.88...out of a mailing of 13,000 pieces.

The premium was a carving knife with an unusual shape, but of no great monetary value. Yet, the catalog sheet provided by the manufacturer to customers who purchased the knife in quantity, was inexcusable. It was uninspired, uninformative and unexciting.

Our client had followed the outline of this explanatory catalog sheet to prepare his promotion, and the piece proved to be a complete flop. We re-did the whole promotion, reproduced the knife across the front of the letterhead, and built an enthusiastic story around it.The product advertising, we ran on the other side of the sheet.

Now realize; this was the least costly promotion imaginable. The (front and back) letter with a reply envelope and order card constituted the whole mailing. In place of the typical 3 and 4 piece promotional package for such a promotion.

The return was better than 13% in orders for $17.88

To make it easy for you to analyze the front of the letter in its entirety, we reproduce it on the following page.

→

Note the following promotional (and psychological) appeals that paid off:

NO MATTER HOW MANY KNIVES YOU OWN,
YOU DON'T HAVE A KNIFE LIKE THIS

This literally made the whole market a virgin market, since it was almost like offering a knife to people who didn't have one

KNIFE SHOWN ACTUAL SIZE

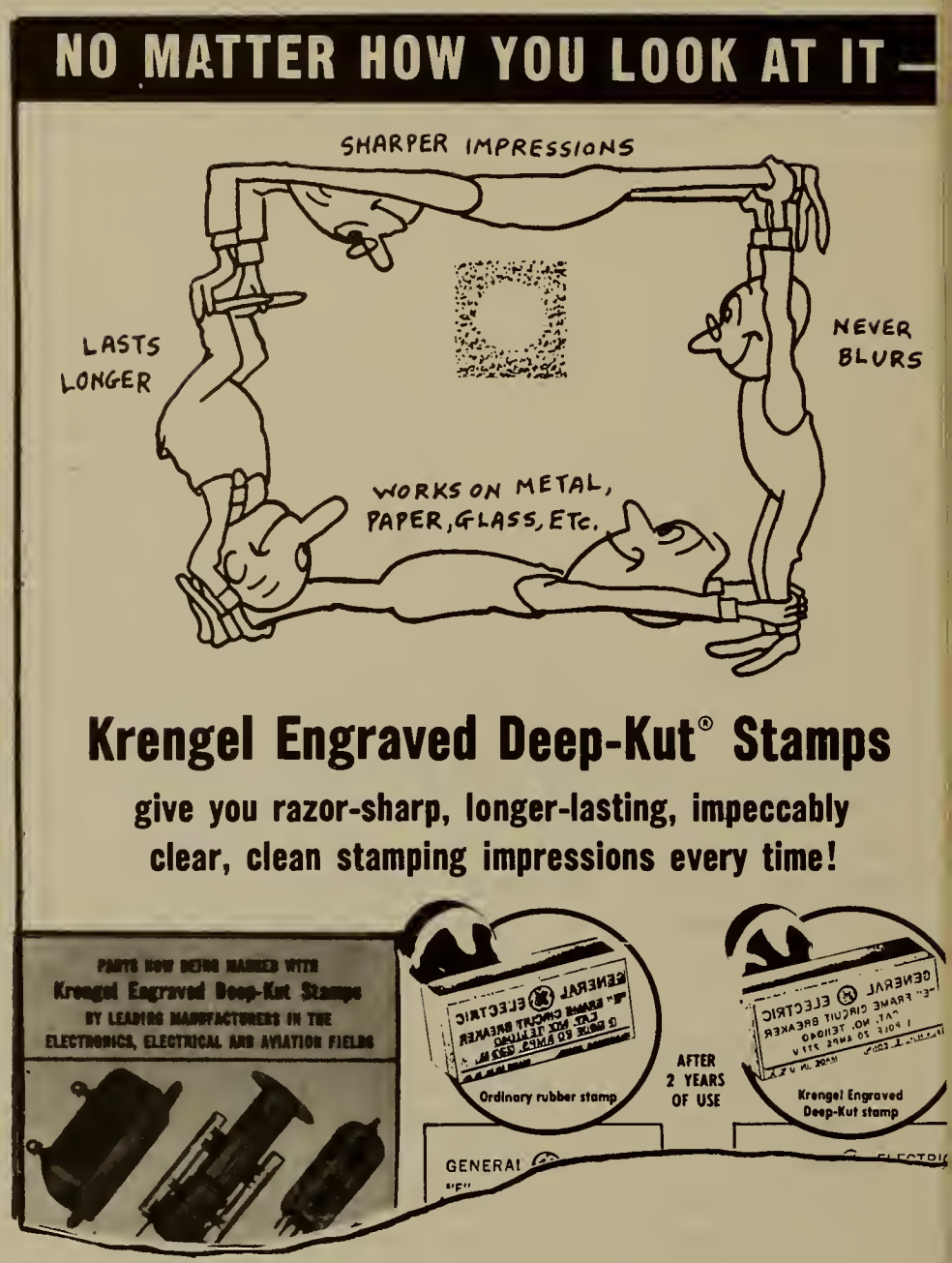
Proved that there was no exaggeration in the size, value, construction, design or structure

PLACE YOUR HAND OVER THIS COMFORT-GRIP,
NOTICE EXTRA SIZE HANDLE

You dramatize the size by making recipient part of the promotion. By placing his hand over the handle, he practically FEELS the feature.

The following point is important, since it was the single most effective reason for the success of this piece. Yet the manufacturer himself DIDN'T EVEN MENTION OR EXPLAIN the reason for the V-shape. (Maybe he didn't know the reason.)

NEW V-SHAPE 'POURS' PRESSURE INTO
CUTTING BLADE



CAN HUMOR BE USED TO MAKE ACTUAL SALES-?

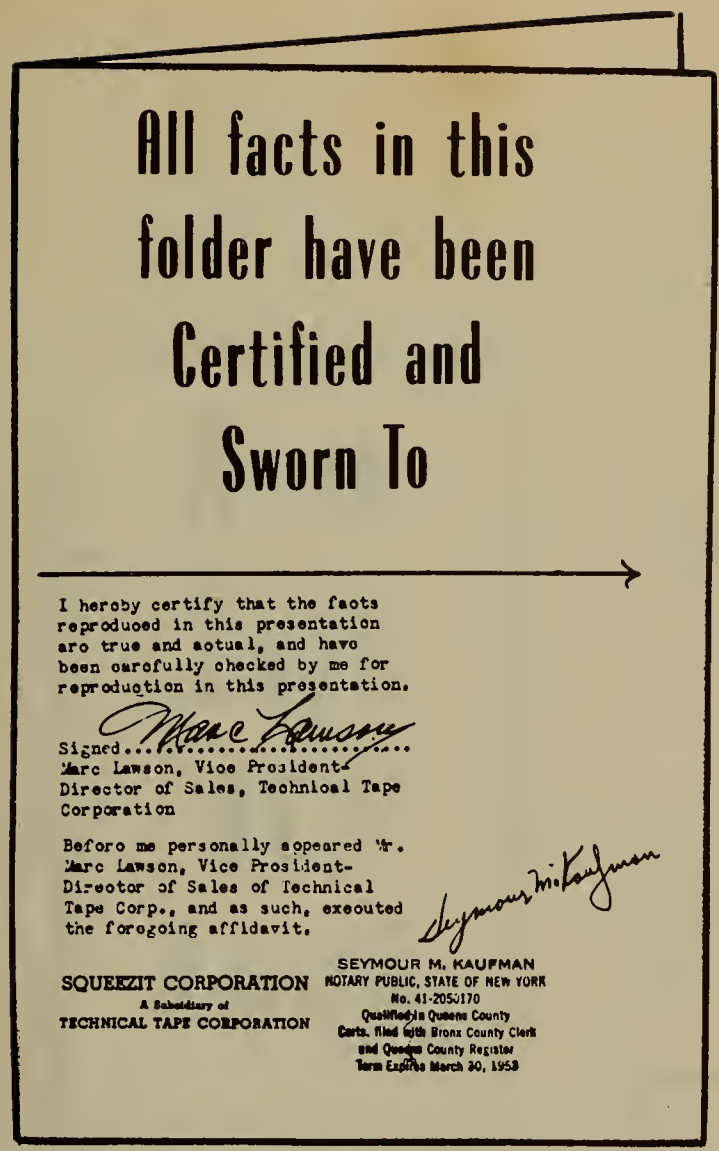
Even folks who admit the appeal of cartoons and humor, generally doubt the efficacy of the light touch when you're actually trying to make a sale.

We have found that cartoons and humor carry tremendous potency, when they are built around a SELLING SITUATION, and are not used merely for decorative purposes, or to be funny.

We prepared the piece on the right for one of the largest manufacturers of rubber stamps (selling only by mail.) The square in the center carried a small sample of an actual stamp, and we must admit, the company tried this cartoon idea with a great deal of hesitancy.

Results were so exceptional, they've been using cartoons and humor since. It's interesting to note how the cartoon was used on the promotion to the left to dramatize the selling theme.

The headline statement we used is incontrovertible. If you have no mark, you can't make a mistake; an indistinct mark can be read wrong, copied wrong or used for wrong shipping. And the cartoons condense the concept.



All facts in this folder have been Certified and Sworn To

I hereby certify that the facts reproduced in this presentation are true and actual, and have been carefully checked by me for reproduction in this presentation.

Signed.....
Marc Lawson, Vice President-Director of Sales, Technical Tape Corporation

Before me personally appeared Mr. Marc Lawson, Vice President-Director of Sales of Technical Tape Corp., and as such, executed the foregoing affidavit.

SQUEEZIT CORPORATION
A Subsidiary of
TECHNICAL TAPE CORPORATION

SEYMOUR M. KAUFMAN
NOTARY PUBLIC, STATE OF NEW YORK
No. 41-2050170
Qualified in Queens County
Certs. filed with Bronx County Clerk
and Queens County Register
Term Expires March 30, 1958

CERTIFICATION TO PROVE YOUR POINT

In this day and age, when advertising is recognized as the exaggeration that it generally is, you have the constant problem of breaking down the disbelief that is so typical a part of consumer reaction to advertising.

You can do this most effectively for the small expenditure of 25¢ for a notarized statement. Just swear your fact, claim or promise before a notary, and you can reproduce his seal and signature without additional charge.

It impresses even the most confirmed sceptic.

We did this, and reproduced the notarized statement on the cover of a folder (above) that contained orders and comments that might otherwise have been doubted.

A subscriber of ours at Burry Biscuit told us about a Map Offer they made, offering an actual $3.00 map for $1.00 with the purchase of Burry Biscuits.

They told us that sales were 7 times greater from the moment they displayed an enlarged copy of a letter certifying to the authenticity of the offer, the original price and the value.

You can often double the returns of a promotion for the small sum of 25¢

RAND McNALLY & COMPANY

PRINTERS PUBLISHERS

"Our 97th Year"

Dear Customer;

We certify that the map being offered by the Burry Biscuit Corporation as a premium in connection with the distribution of their cookies has a retail value of $3.00, as indicated by the page taken from our Map Catalogue which is pasted below.

Cordially yours,
RAND McNALLY & COMPANY

W. E. Myers

W. E. Myers

Sales Manager
Eastern Commercial Division

THE RAND McNALLY MAP STORE · 7 WEST 16TH STREET · ROCKEFELLER CENTER · NEW YORK CITY 10

CHICAGO NEW YORK WASHINGTON SAN FRANCISCO

Here's a ridiculous situation;

Any manufacturer could get thousands of dollars of free advertising, merely by giving his dealers mat ads THAT WOULD PAY OFF. If the ads worked out, dealers would be glad to cover the complete cost.

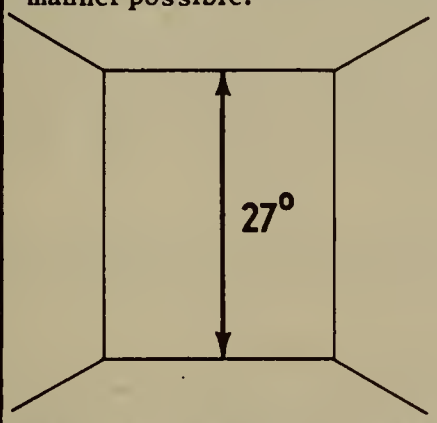
But the manufacturer goes to his agency, the agency gives the creative work to the mail room boy (no commissions on co-op ads) the mats are nothing more than sops to the trade, the dealer runs them and nothing happens. He gets burned and sours on advertising, and the manufacturer sez; 'Our dealers haven't the sense to advertise.'

These two ads were part of a campaign we did, where the client introduced them at a dealer meeting, and reports that enthusiasm surpassed anything ever seen before. Read the ads and realize; they were dèsigned to DO A JOB, not just fill space.

How Tall are You?

You may be amazed to learn that there can be a difference of from 10 degrees to 27 degrees between your feet and your head, when you stand erect in any room.

This is the result of cold floors and warm ceilings, caused by inadequate, inefficient and old-fashioned heating. Since hot air rises, only baseboard heating is practical enough to warm rooms uniformly and properly. Only Edwards Zone Control is designed to do this in the most efficient manner possible.



Call us in now and let us give you facts about *your* house and its heating needs. It takes a few minutes, benefits you for a lifetime. No obligation.

DEALER'S NAME
& Address
Telephone Number

"Picture" Windows are fine, but-

Hold your hand against the glass of a picture window (or any other window) in cold weather. You'll suddenly realize that it's like a sheet of inside ice. This chills rooms, provides cold and unbalanced air, forces you to waste heat to combat the cold.

Picture windows should be enjoyed, and they can be when you have us install Edwards Zoned Baseboard Heating. You can place chairs or couches in front of the windows without worry; there will be no chill, no drafts, no fabric discoloration, no dust, smoke, oil or dirt.

IF THE WORLD WERE ONLY PRETTY-!

If the world was pretty (and everybody in it) there might be some excuse for those syrup-y, extravagantly exquisite models used in advertising.

But the world isn't, and people aren't. So the gorgeous models used in typical advertising create (in our opinion) more animosity than acceptance on the part of the average housewife.

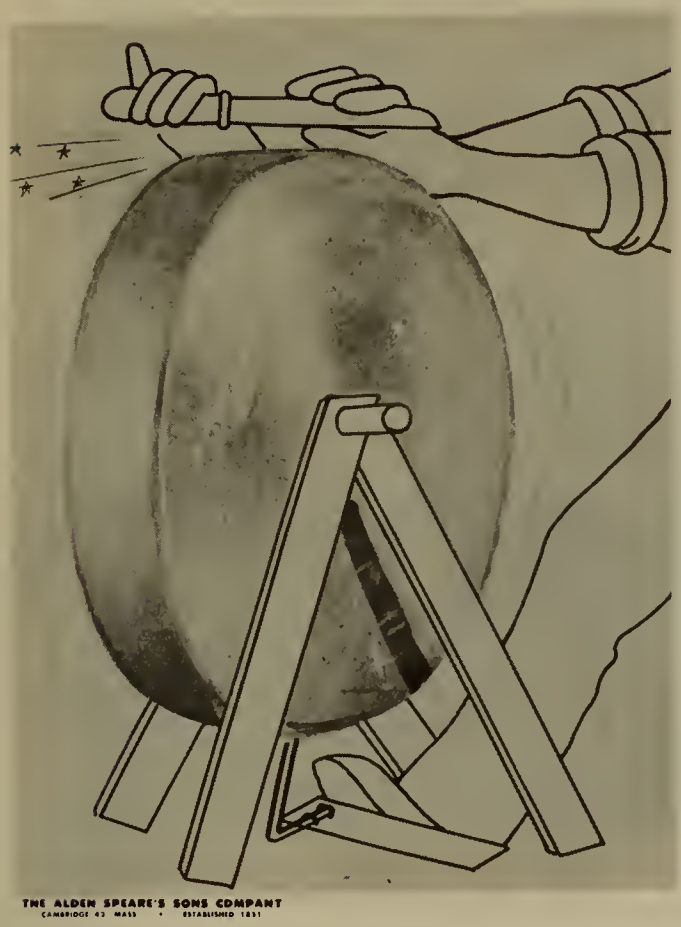
As an example of this premise, we had the problem of coming up with some idea that would arrest attention, and insure a reading on the part of women who sent family shirts to neighborhood laundries.

We wanted to call their attention to the unusual fact that new men's white shirts could be purchased right at the laundry.

We could have prepared these package enclosures in all type, in typical layout form. Or we could have used stock shots of pretty models with insipid grins, saying how thrilllled their hubbies were with these shirts. Or we could have used handsome male models with strong jaws (and a lisp when you talked to them) telling the public what clever, generous, thoughtful wives they had, ad nauseum.

But we didn't. We used shots of typical, average, unattractive women, who were counterparts of those who patronized these stores. We put them in situations that any customer could understand, mouthing words that could have been heard through anybody's keyhole. And it proved to be outstanding in results...because no woman could resist these close-ups of their sistern under the skin.

THE WORLD'S BEST KNIFE SHARPENER



Madam, this is the best way known to sharpen knives and scissors. Of course, you can't keep this in your kitchen....(flip)

REDUCED IN SIZE

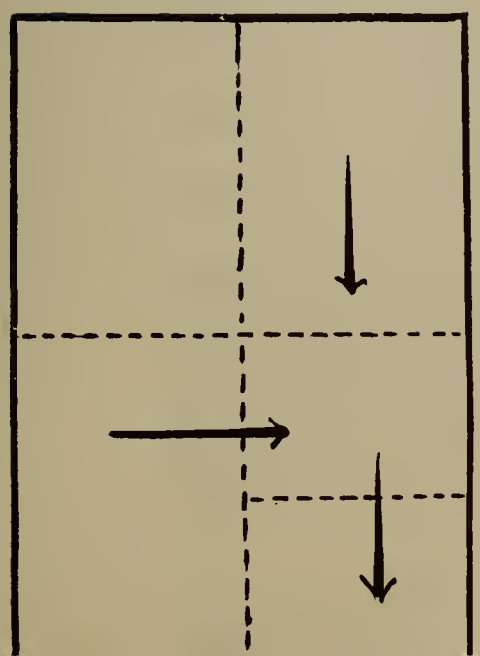
So it has been reduced in size... (flip)

HAS BEEN SIMPLIFIED AND IMPROVED

simplified and improved.....(flip)

HANDSOMELY DESIGNED FOR YOUR KITCHEN

and handsomely designed for your kitchen. Let me show you a sample.



We've always had the feeling that when a salesman uses an expensive presentation where lights flash, fireworks explode and a naked girl jumps out from between pages, the product itself must be suspect. Why else would he have to distract you?

We've had success with ideas printed on simple pieces of paper, and used by salesmen to dramatize their selling message. The piece above was a salesman's presentation that cost 5¢ each (can you put out a sales aid for less?) and was a sheet 17 inches by 22 inches. It is shown open (upper left) then consecutively flipped down, as he repeats the captions underneath.

now you can take advantage of "group rates" in new car financing

SAVE UP TO $300 IN COSTS

Did you know that you can finance your new car through our INSURANCE AGENT GROUP FINANCE PLAN, and save up to $300 in financing charges?

We can offer you this saving because our clients are accepted by the [illegible] National Bank under special group rates.

No need to visit a bank. We handle the financing of your new car in the privacy of our office or comfort of your home; arrange the most convenient terms in your behalf, and give you the check in full amount, to be paid to the dealer of your choice.

Get further facts without obligation. Check the figures the last time you financed a car . . . and compare.

For a prompt reply, fill in and send the card below.

TEAR HERE

THE SUBTLETIES OF SELLING

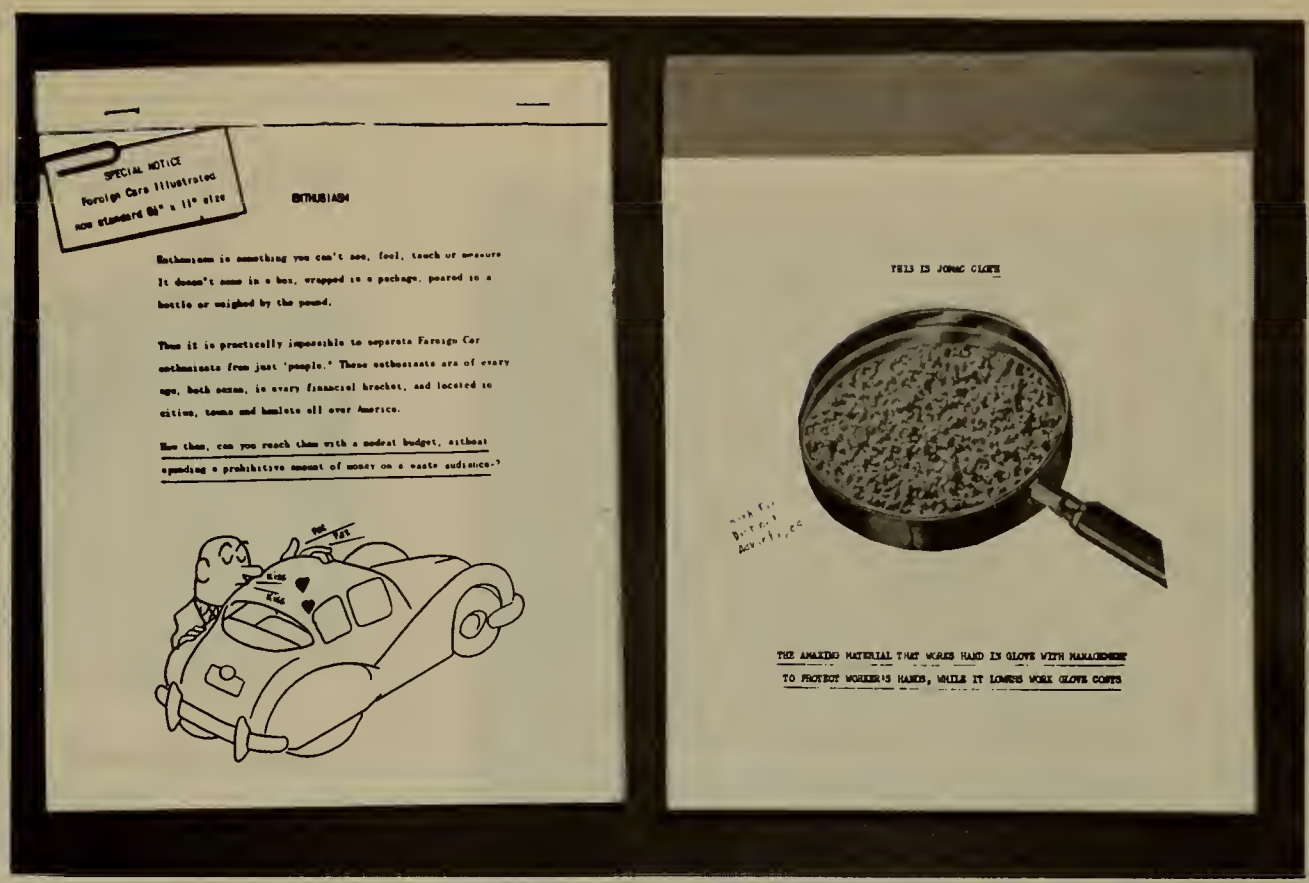
The cover of this folder is obvious; it appeals to the innate suspicion in every new car owner, that he has been 'taken' in some way when he finances a new car.

But the success of this piece as a whole is the result of something a lot more subtle.

When this deal was first offered as merely another way to save money on financing, it didn't prove too successful. Prospects doubted that they could save as much as $300, and salesmen didn't seem equipped to convince them of the true merits of the plan.

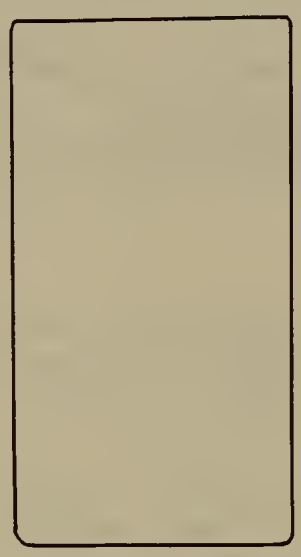
The moment that 'Group Rates' was introduced as a justification and explanation, the plan became like a private club, and everyone wanted to join.

Actually, the only 'group arrangement' was that a few of the salesmen sometimes had lunch together as a group.



Example of a typical page from a presentation
The simpler the idea, the more condensed the
copy, the more dynamic the illustration, the
more intense and concentrated the readership.

You carry a sample
no bigger than this-



PRESENTATIONS, and a novel way to get Readership

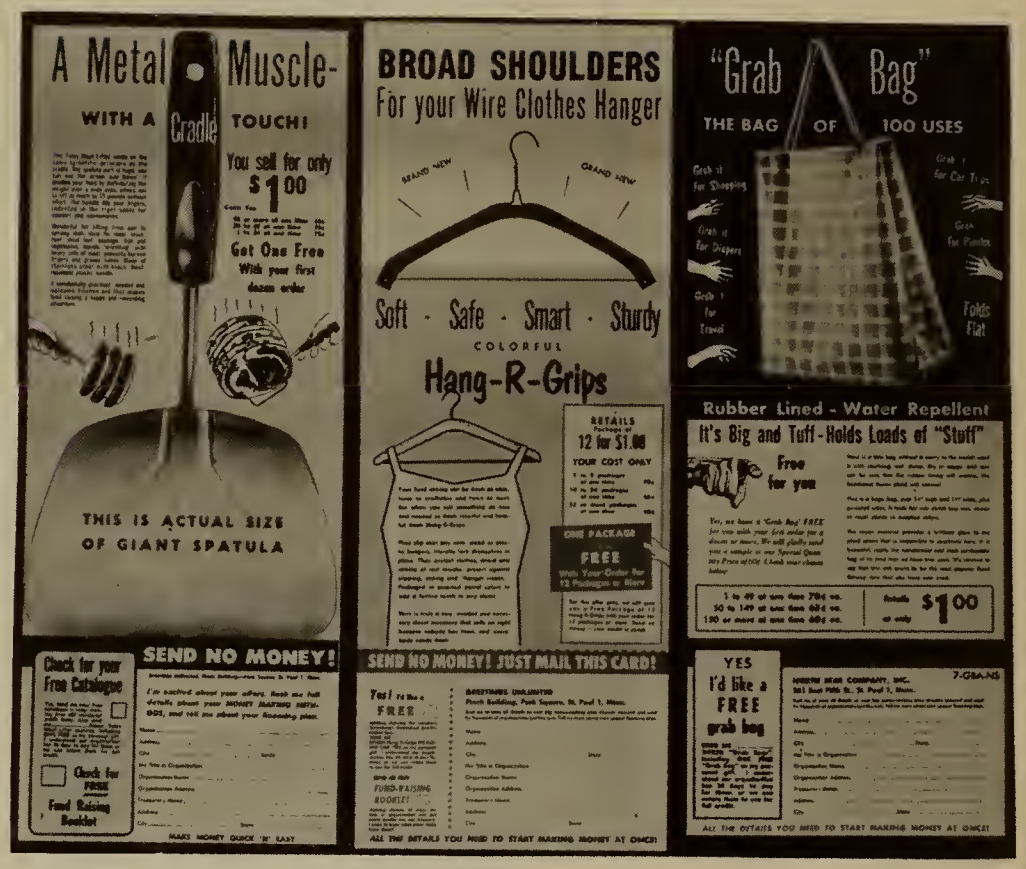
When you prepare a booklet, brochure, folder or similar promotion, it's generally because you have something of importance to say to a particular audience.

It's amazing how the preparation of such a booklet can get away from you; how easy it is to become so engrossed in its contents, that you forget to sit back and say-'This is all very well, but will anyone READ it-?'

And you would be surprised at how few people read what you slave to produce, and how little even these fine folk get out of all your effort. It happens to be a fact that most people are just not enchanted with typical advertising, and the quicker you realize this, and do something about it, the faster your material will become successful.

We have found that the nearest thing to the perfect answer to readership, is to avoid type, shun binding, eschew solid paragraphs, and tell your story in a form that resembles a legal presentation--with cartoons.

Tell your story loose 'n' easy, with typewriter type or varityping, use illustrations, cartoons or dramatized design. Condense your story to a minimum, present one idea per page, then present that idea in its simplest and most graphic form. Since you can offset 1,000 sheets size 8½ x 11 for about $8.00, you can preapre 1,000 presentations of 10 pages for $80.00 Can you produce a cheap folder for as little-?



Romance Makes The World Go 'Round
IT DOESN'T DO BAD FOR PRODUCT SALES EITHER-!

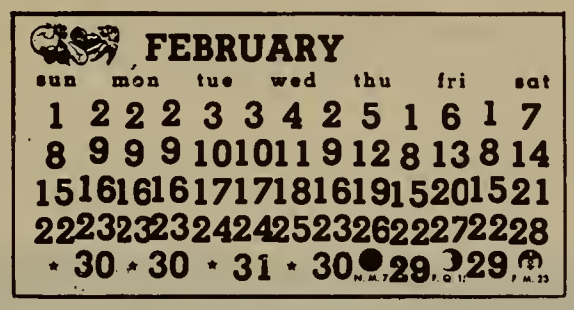
Any author will tell you that no story stands much chance of success without Romance. The same can be said about marketing products; they deserve a little 'Romance' too.

We have done promotion for many years for a mid- west catalog house. One of their divisions specializes in selling items for fund-raising purposes (which is a big business.)

The reason that this story is worth telling, is that none of the products offered are exclusive with the client of ours. They merely promote the same items available from every other catalog house and fund-raising sources.

Yet, we have succeeded in giving each item an 'exclusive' appeal by romancing the item, the style, the concept, use etc.

To introduce a simple radish press, we compared the flower arrangement of the radish to a piece of sculpture (which it is.) To promote a giant-size spatula, we showed it actual size, featured its strength and ease of handling by comparing the steel to a metal muscle, the formed (to fit the fingers) handle as a 'cradle touch' etc.



YOU HAVE NEVER SEEN A FEBRUARY LIKE THIS-

YOU HAVE NEVER HAD A FEBRUARY LIKE THIS!

Dear Customer:

Here is your chance to do 6 month's greeting card business in the few weeks before Valentine's Day. You can make more card sales during the Valentine season than at any other time of the year except Christmas. It's like rolling 6 month's sales into just a few fast and profitable weeks.

But you can't aell from an empty wagon! You must have a goodly aelection of Valentine cards, in the newest and most appealing designs, with the most appealing packages, and at prices that everyone can afford.

That'a wbat you get with your new Valentine line of cards from Carrington. These are a brilliant and exceptional variety, an almost unbelievable asaortment of novelty, charm, cuteneas, warmth, sincerity and quality.

NOW, VU-PAKS IN INDIVIDUAL TRAYS AND TRANSPARENT OVERWRAPS

It'a a box! It's a package! It's a kit! It's a bargain! All of our new die-cut and novelty Vu-Paks are chock-full of the kind of cards that boys and girla love to send and receive. And they now come in individual trays with sparkling overwraps. You can compete with bigger stores, with lower prices for finer packaging.

We ship to you on consignment! You make no investment, apend no money, take no gamble, and needn't even carry over left-over stock. Just ship back the overs, and we pay the postage.

Send us your consignment order NOW (and help ua to avoid the extra cost of extra help at the last minute) and we'll send you a handsome FREE GIFT like that shown to the left. This is just one typical example of the selection from which your gift will come. You can wear it, give it as a gift or sell it at its full value. But ACT NOW! use the enclosed postage prepaid reply card.

Sincerely yours,

V2 Walter S. Clarke

Walter S. Clarke
General Manager

Ge ., Mass.

ILLUSTRATED LETTERS

Illustrated promotional letters can work almost miracles in results. We've seen them hike returns from 1% to 7% and more, with practically the same body copy.

Not ALL illustrated letters. Like anything else, they can be good or bad, practical or unneccesary. If you show a picture of a baseball player (just as an example) with some brilliant caption like-'Let's go to bat!,' don't be surprised if your promotion curls up and dies.

An illustrated letter should be illustrated for one of several reasons; to dramatize an idea, to simplify a concept, to speed assimilation or to create good-will.

In the letter above, we wanted to get over the idea that retailers could make more money selling greeting cards during Valentine season, than during any other period except Christmas. This illustration was used to show the fact that 3 month's volume could be condensed into just the month of February.

IF THE NOVELTY ISN'T IN THE PRODUCT
PUT THE NOVELTY INTO THE PROMOTION

WHAT IS IT-?

It throws no shadow, leaves no mark, you can't clean it, dust it, fix it, sweep it, paint it, wash it, scrape it, scrap it, throw it out, lock it in, give it up or mark it down!

YET IT CAN INTERFERE SERIOUSLY WITH YOUR BUSINESS OR SERVICE

It's smell—! A nasty word, even when you read it here in print. It's a lot worse when it is trapped within the four walls of your rest rooms, and forms an almost invisible fog of disagreeable odors. Make no mistake, if odors had colors like an interior rainbow, you'd waste no time getting rid of them fast. Unfortunately, you can get so used to odors that you hardly notice the difference. But customers do, and it can affect your business!

AIRKEM is a nationally famous and specialized service for odor elimination and control for industry, retail establishments and institutions. Without the need for costly periodical calls by servicemen, expensive installations and so-called "cover-up" methods of hiding smells with other odors, we solve your rest room deodorant, detergent and sanitizing problems in the simplest, most effective and inexpensive manner possible.

New "*Bottle Every Monday*" Plan

PROTECTS AGAINST ODORS, DECAY AND INCRUSTATIONS

FREE

Magic Wand of Odor Control with every bottle of Airkem Bowl Cleaner

COSTS AN AVERAGE OF ONLY 10¢ A DAY

You needn't be told that the uncontrolled rest room is an odor "trap" that is offensive to everyone who enters. It is a double problem for you because the man who must clean it hates the chore. Chances are, he cleans with little effort, interest, care or effectiveness.

And who can blame him? Most odors come from the toilet bowl, and that's exactly the spot he abhors the most. Decayed urine salts build up in the toilet fixture, traps and other out-of-the-way places. They accumulate and thrive on their own strength, becoming as penetrating as acid itself.

Airkem's New Bowl Cleaner With Magic Wand Solves The Problem Completely

This is the "Bottle Every Monday" Plan that has been acclaimed by retailers everywhere. With each bottle of AIRKEM Bowl Cleaner, a "Magic Wand" of Odor Control is supplied free. It is shaped to match the contours of the bowl, formed to provide a wide, flat, beveled and pointed edge for cleaning every crevice in the toilet. The hand need never enter the bowl because the Wand reaches the farthest spots, and is completely disposable when cleaning is finished.

AIRKEM Bowl Cleaner itself is the newest, finest and most effective toilet cleaner and odor counteractant known. It does more than merely "clean." It removes the source of odors by completely dissolving the urine salts, removes bacterial laden scum, and prevents urinal stoppage and overflows.

AIRKEM Bowl Cleaner actually makes even old-rust-stained porcelain surfaces like new—sparkling, clean and fresh as a running brook. It combines the controlled sudsing action of a detergent cleaner with the scale dissolving action of controlled acid, thus safely opens clogged drains, penetrates quickly into traps and bends where filth accumulates.

Get further facts and Free 4 Color Pencil NOW. Fill in and return card enclosed.

Get Facts and FREE 4 Color Lead Pencil

Actually Writes In Four Colors

RED
BLUE
GREEN
YELLOW

We have a limited supply of what we believe is the most amazing 4 color pencil that you have ever seen. This is an actual lead pencil with 4 different color leads fused together. You can write in any single color, or you can actually write a sentence in all four colors like a rainbow. It is yours for mailing in the enclosed postage paid reply card for more information about AIRKEM Bowl Cleaner and Magic Wand.

Sometimes you have a product or service that is so unattractive or uninteresting unto itself, that it demands unusual treatment (if you want any kind of response.)

Such a service was the Airkem promotion to bars and similar retail outlets with public toilets.

This certainly is a meritorious business, but these retailers had been hit with every kind of smell and aroma service imaginable.

They are the kind who generally don't give a damn anyway. They figure that if you have to go bad enough, you'll let well enough alone. (Now where else will you find such poetic thoughts in regard to something as mundane as terlets-?)

Anyway, we felt that if we wanted to get any kind of worthwhile response, we would have to literally demand attention. So we created an 'Audience Participation' on paper; a question, challenge, riddle and puzzle, addressed specifically to retailers.

To clinch their participation to the point where they would ask for further details, we offered a free 4-color wooden pencil, which we tell you about elsewhere in these pages.

INTERMISSION, YOU DESERVE IT

It suddenly occurred to us that you are reading about nothing but great successes and accomplishments that we have been responsible for.

We stress our participation in these pages, only so that you will realize that the facts you read are actual, authentic and first-person, not publicity, theory, speculation, supposition, bull or hypothesis.

We have been responsible for some fiascos too (although comparatively few.) You didn't invest in this book to discover tested and proved ways to go broke in a hurry, so we tell you only of successes that can be adapted to your own promotion.

NEWSPAPER RATES AND LOCATIONS

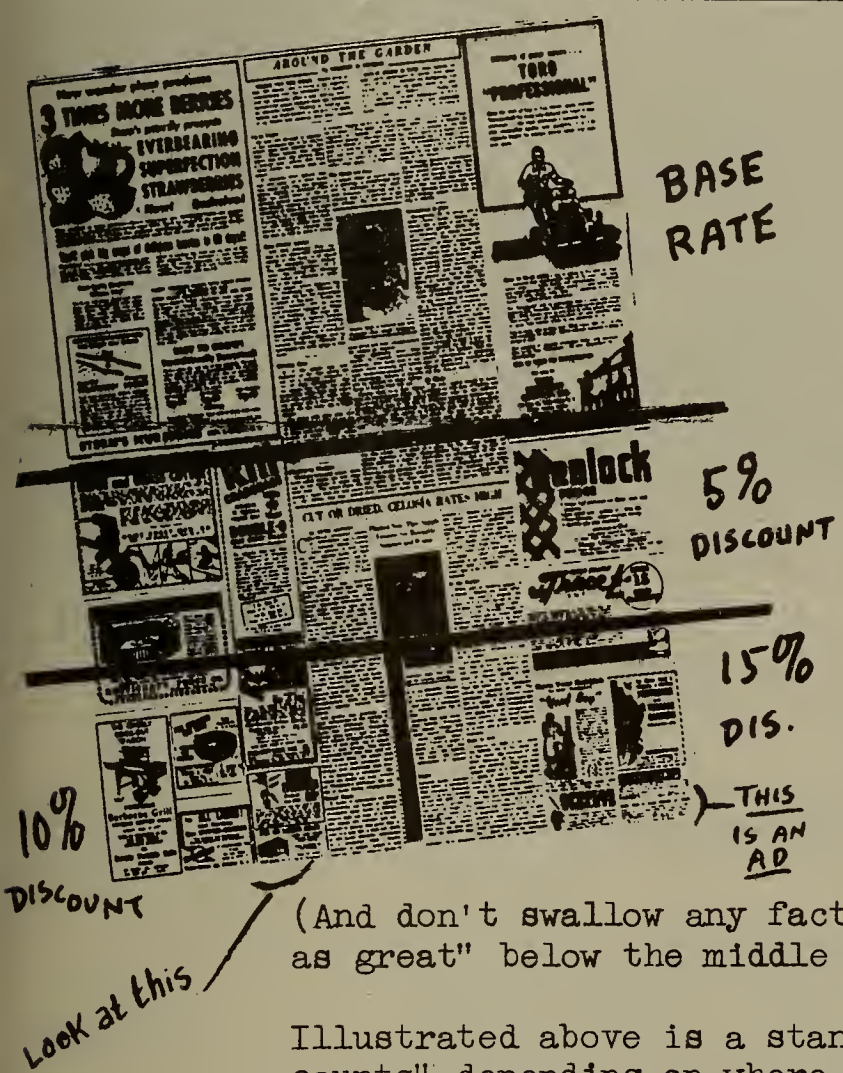
If you go to a theatre, you pay a certain amount for orchestra seats. If you take rear orchestra, you pay less. If you get balcony seats, you pay even a smaller amount.

If you go to the ballgame, you can buy box seats, or pay less for grandstand...still less for bleachers.

The same if you go to the opera (you go, we don't like it)...or if you go to the fights, basketball or roller derby.

You pay for location, which makes sense, doesn't it? You wouldn't pay first row prices for 'How To Succeed in Business...' then sit on a stool in the men's room, would you-?

Don't laugh, brother, you're in the men's room right now!



When you schedule an ad or campaign in any newspaper in the country, you pay regular line rates---and take any position they give you.

The smaller your ad, the more important position is to your success. But unfortunately, the smaller your ad---the lousier the spot you are relegated to. (With exceptions, of ~~course.)~~

But most newspapers have the same make-up policy, building pages with the smaller ads on the bottom, larger ads on top.

Which is O.K. if they want it that way.

But just as papers are quick enough to charge you a premium for certain positions, they should provide a discount for poor position.

(And don't swallow any facts or figures showing that readership is "just as great" below the middle than above. It just isn't so.)

Illustrated above is a standard sheet, and our suggestion for "spot discounts" depending on where your ad runs. Make sense? If enough of you folks indicate an interest or agreement with this thinking, we'll follow it up extensively. Drop us a line.

√ JUMPING BEANS

If any of you folks want to enclose jumping beans in your mailing (or for personal selling) they are in season right now. Address Senor Joaquin Hernandez Y Cia S. A. (We don't know what it means either.) Alamos, Sonora, Mexico. (Pronounced Meh-hicko.) See what you learn in these pages?

THE MOST FANTASTIC PROMOTION OF ALL

We mentioned on the introductory page that we don't believe in gimmicks for their own sake. We don't.

But sometimes you have a problem, and a type of audience that demands the extraordinary, for success of any kind. Take Secrets Magazine.

They were up against competitive publishers who spent more on a single promotion, than they had for a budget (or it seemed so.) They also had to reach advertising agency men; a more sophisticated audience is hard to imagine.

> But that wasn't all. They had to make an impression in their circulation claims, that was identical with most other mags in the field.

We prepared the mailing above; sending several hundred live turtles to prospects, along with turtle food and a promotion size 11 inches by 17 inches, that folded down to fit the box.

Reception? The switchboard at Secrets rang steady for over a week, with congratulations, words of amazement etc. The head of the largest ad agency in the world called and said-'I have three kids and only one turtle. I can't go home tonight!'

* And you'd have to be pretty naive to think that he didn't have two more turtles before that evening.

May We Suggest...

You may be entitled to certain benefits under the Social Security Act. If you are, payment will be made only upon application. Many people do not receive Social Security benefits because they do not apply for them.

We suggest that you consult the nearest Social Security Board as to any possible benefits due you at this time.

The Manhattan Life Insurance Company

INTANGIBLES--

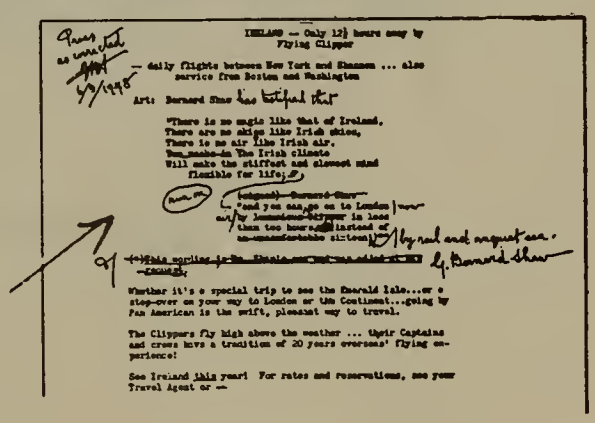
We are reproducing actual size a little piece of paper. This paper is printed in one color-black, probably cost less to print than your calling card.

But it has probably produced more good will, more letter of thanks, more BUSINESS than anyone can imagine. This card is mailed to widows soon after the death of their husbands. All it does is to remind these women about their Social Security benefits.

According to Wendell Buck of Manhattan Life Insurance Company, this piece of paper is an important reminder at an important time. And does a wonderful job of building good will.

TRY THIS

Send out your next letter with notations or corrections as it would look in its first draft. We'll guarantee twice as high a readership.



IRELAND — Only 12½ hours away by Flying Clipper

— daily flights between New York and Shannon ... also service from Boston and Washington

Art: Bernard Shaw has written that

"There is no magic like that of Ireland,
There are no skies like Irish skies,
There is no air like Irish air.
You make in The Irish climate
Will make the stiffest and slowest mind
flexible for life."

"and you can go on to London by Lumbering Clipper in less than two hours instead of uncomfortable sitting."

Yours sincerely, G. Bernard Shaw

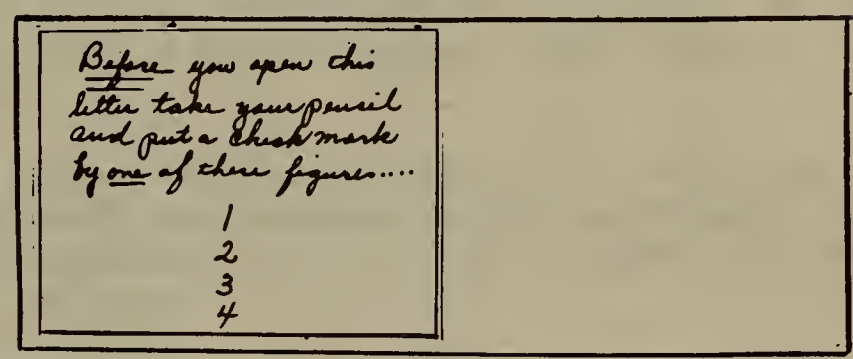
Whether it's a special trip to see the Emerald Isle...or a step-over on your way to London or the Continent...going by Pan American is the swift, pleasant way to travel.

The Clippers fly high above the weather ... their Captains and crews have a tradition of 20 years overseas' flying experience!

See Ireland this year! For rates and reservations, see your Travel Agent or —

THAT FELLER FROM TEXAS

We've written before about the simply terrific ideas used in direct mail by a sales manager in Texas. We see no reason for not telling you that his name is Orville Utley. Below is the envelope he used for a mailing:



The letter goes on to say that the chances are best that recipient checked the number three. Then goes on to say that "three out of four prospects go for" etc.

TRUTH IN ADVERTISING

A soft drink manufacturer (so the story goes) was told by the FTC to tell the truth about the contents of his beverage.

On his label, he proudly proclaimed:

"ALL OUR SOFT DRINKS GUARANTEED TO BE HIGHLY ADULTERATED".

Business increased substantially as a result.

During the last war, when candy and gum carried the message "Artificial Flavor" on the backs and sides of packages (in 6 pt. type) the Wrigley people prominently displayed on their package fronts this fact;

"THE DELICIOUS ARTIFICIAL FLAVOR"

And this is a recent fact from our experience-

A client of ours was stopped from saying "Tastes like, sparkles like, looks like Champaigne."

Soooooooo he said:

"CHILL AND SERVE LIKE CHAMPAIGNE" and sales went up!

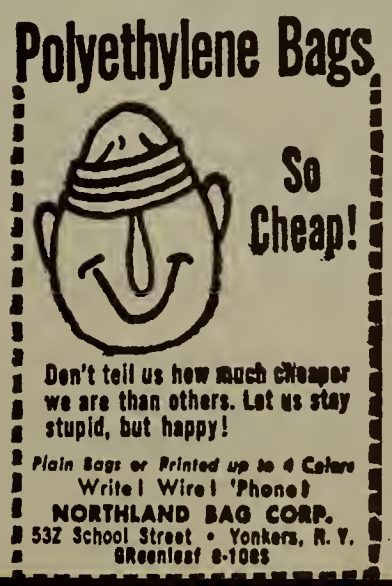
NORTHLAND BAG CORP.

Dear Irving :-

Well Irv, you done it again. This is positively the last time I'll argue with you.

The series of ads running in the Times have swamped the Inquiry Desk with more calls than we've ever previously had from any other more expensive campaign. We have already received quite a bit of business from inquiries resulting from this ad.

We figure that each of these ads, which run in total cost about $100, has resulted in the equivalent, based on the number of inquiries received, of six weeks work by our most successful salesmen.



THE SMALL SPACE ADS THAT OUTPULLED FULL PAGES

These ads first ran in The New York Times about 5 years ago. You will still see them every other Sunday in The Times and several other papers around the country.

We think they're kind of cute and unusual-But we never in our wildest dreams expected them to cause the commotion, and create the business that they did.

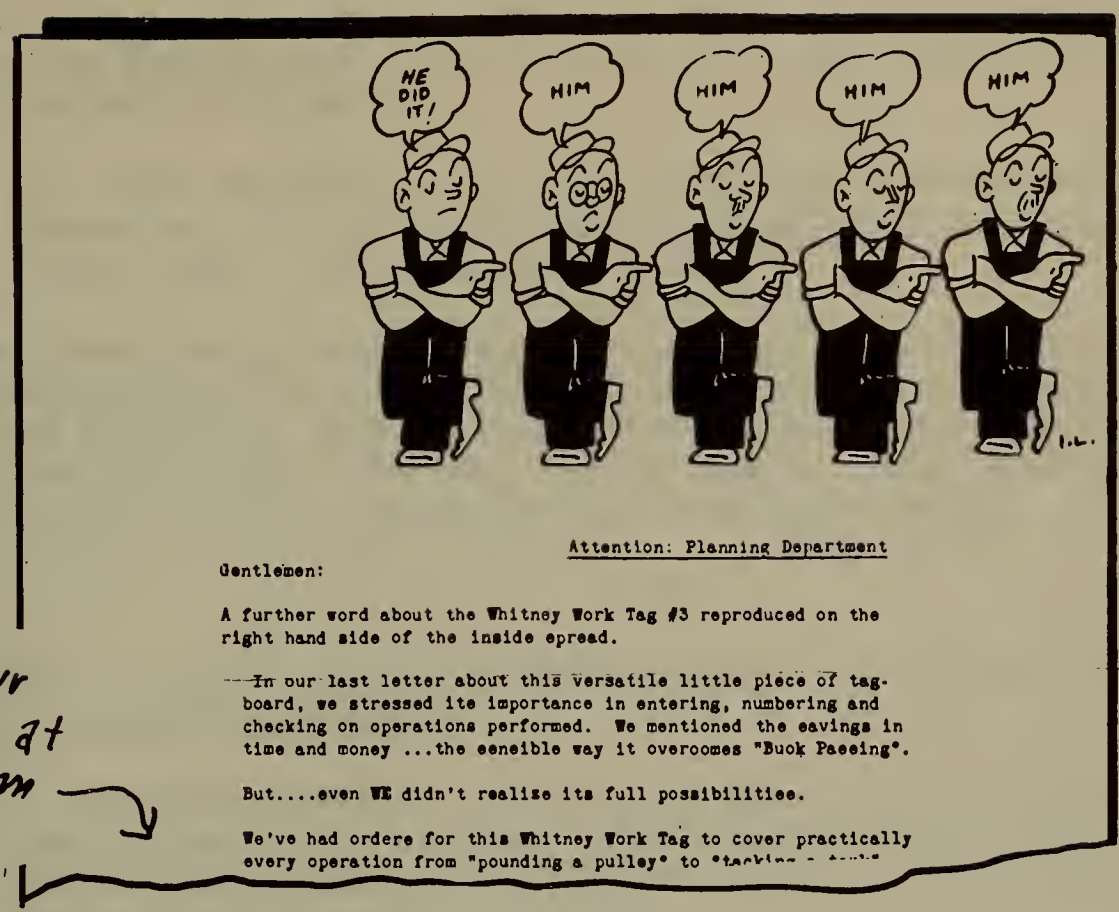
The morning after the first ad ran, a packaging association called to object to it, competitors screamed to The Times, the advertiser and to each other. The telephone was busy from morning to night with orders.

As a matter of fact, these ads have continuously kept a whole plant busy since their inception, without the need for a single outside salesman.

The secret (if there is a secret) to their success, we believe, is in the use of cartoons to get attention, the bald statement 'CHEAP,' and most of all, in the acumen of the advertiser in kidding and ridiculing himself.

People like you when you are big enough, and smart enough to do that.

ILLUSTRATED LETTERS



An example of how one picture REALLY EQUALS 1,000 WORDS

Run your letterhead at the bottom

You can use cartoon letters to great advantage.--To almost any audience, for any product or service.

Reproduced above is a letter we did, designed to go to purchasing agents of large concerns. Frankly, this piece was mailed with great misgiving by our client, because he pictured purchasing agents as gents with an adding machine where their sense of humor should be.

Results were terrific. So much so, this type of cartoon treatment has been used ever since.

BUT---

Don't use a cartoon to be cute. Please don't. Use it to illustrate a selling idea...to simplify a fact or operation....~~to dramatize a feature.~~ Notice ~~how~~ the cartoon above told the story of "buck passing", which was a feature of these tags.

Don't go for those expensive "personalized" cartoons, with a recipient's name filled-in to simulate hand drawn sketches. It's expensive, it's corny (by now) hell, this has been kicked around in direct mail for 15 years. We were responsible for some of the first.

Don't feel that you have to have an expensive artist or cartoonist do the art. Very often, your own rough, crude and corny illustration...will prove more interesting and effective than professional art.

THE MAGIC OF WORDS

Two ads were tested with coupons. One ad returned 186 requests from readers, the other (same size, same pub) returned 2,000 requests!!

In another test, an ad increased sales 15%. A different ad on the same subject (in same pub) shot sales up 68%!!

THE LIMITATIONS OF PROMOTION

Whatever you plan, wherever you plan it, however you plan to use it, realize the limitations of whatever you do. Let's see if we can translate that sentence into English:

> It's easy enough to sit in an office and plan advertising and promotion. But the practical application of your idea is another thing. For example:

A very smart and astute ad agency created a promotion for a tire client. They distributed what they called "Pattern Sheets" to gas stations. The station attendants were to slip the sheet under car tires, ink the tires, have the owner drive the car over the sheet. Thus, the resultant "pattern" would indicate the condition of the tire tread.

Cute?

There was only one trouble. The gas station attendants were too damned lazy to use these sheets!!

> A butter manufacturer had printed sheets made up listing the advantages of his product. His salesmen were to call on retailers and enumerate each point, such as quality, appeal, flavor and the rest of the bull.

Sounded good. The only trouble was that the salesmen didn't use these sheets. Claimed that retailers were too busy to stand and listen.

Now, here's the way a knowledge of human nature* can switch an impractical idea into a practical one:

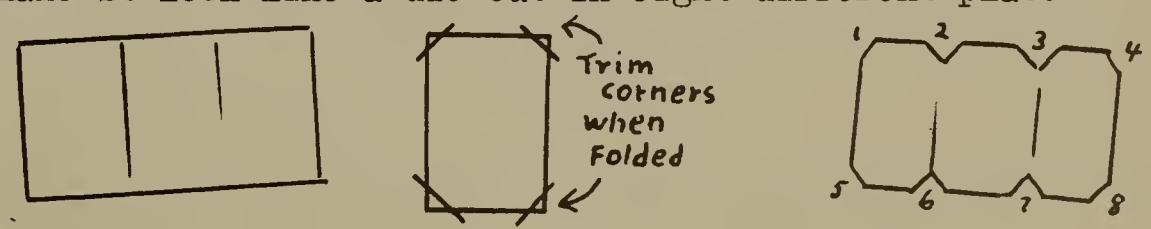
(*Knowledge of human nature-putting yourself in the other fellow's shoes)

We suggested that the butter salesmen be armed with the printed sheets anyway. But that they be instructed to tear up the sheets in front of the retailers.

With this explanation: "Mr. Jones, you're busy. I could show you this list of advantages of our butter and take 10 minutes to tell the different points. But I'll not waste your time (tearing up the sheet). Let me just leave 5 pounds of butter to test, and if you're not satisfied, return for refund."

This was a little twist that had remarkable results. The salesmen had the same pleasure tearing those sheets that you'd have tearing up bills. Thus, they did it with relish. The retailer (being human) often asked to see a sheet just because it had been torn. -- And a simple piece of printed paper became a good example of showmanship.

Illustrated is a method of trimming four corners of a folder (with a cutting machine) to make it look like a die-cut in eight different places.



CREATE CIRCUMSTANCES...

Unfortunately, most promotion must be planned without a fortunate circumstance to cash in on. That's when a little basic planning comes in.

Take the following examples:

> An outfit really had a tough problem. They distributed something to agents which was also distributed by a hundred other outfits.
>
> There was no difference in price, product, package, service or anything else.

They wanted a promotional letter (and ads) which would get these agents to deal with them, rather than with competitors.

We went over all the sales letters and ads used by all the hundred competitors---and found that they were all identical. It was sad, really s-a-d!!

Obviously, another letter (and ad) in the same vein.... would be just as sad.

So we mulled and grimaced and sweated and huffed for a week. But we refused to write a line until we had created a circumstance.

Finally, it came.

We proclaimed excitedly in the letter (and ad) that we had discovered "8 MAGIC WORDS that would enable them to make sales quicker, easier than ever before."

> Discovering those words created the circumstance we needed. It gave us a subject to talk about... an idea to get excited about...an exclusive advantage...something we could build a continuous theme on.

Matter of fact, we got the headline idea above before we got the 8 words. The words came easy enough, and proved effective for these agents.

> Incidently, the letter based on this idea pulled better than 11% actual orders with cash enclosed.

14% AT LAST COUNT

The letter was so successful we adapted it to an ad

> It's wonderful, really wonderful. We have a subscriber down Texas way who plays direct mail like Paderewski played the piano. Like Heifetz fiddles. This guy pulls all the stops.

He's the sales manager of a large roofing concern, and (to our mind) typifies everything a sales manager should be. His letters, printed promotion and advertising are probably the most effective being used in America today.

His stuff (understand) probably wouldn't take any prizes for beauty, color, design and the rest of the bull that makes no one happy but art directors. But it plays every string in the psychological sphere.

ANY HOTEL WILL GLADLY CO-OPERATE

He visited Chicago recently, registered at the Stevens Hotel. So his promotional letter at the time was written in longhand, then printed on the actual Stevens Hotel stationery.

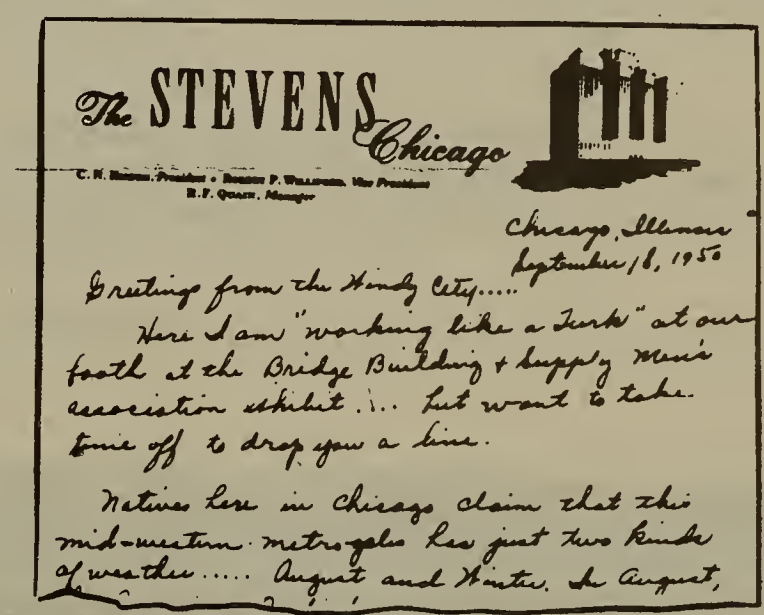
When he went on a shake-down cruise with the United States navy, the vice-president of the company sent him a letter, assuring him of the salesmen's support.

Here's the gimmick

The salesmen received a carbon copy of the letter, in true carbon style. The letter was printed on light (second sheet) paper, had an authentic "COPY" surprinted across the surface.

Understand this important fact. These ideas always insure a ready and reading audience. But every letter sent out is <u>based on a practical, specific and helpful idea</u>. None of these pieces are "cute" or novel, just for the sake of being arresting.

UNDERSTAND, THIS IS AN ACTUAL PRINTED LETTER



The STEVENS Chicago

Chicago, Illinois
September 18, 1950

Greetings from the Windy City.....

Here I am "working like a Turk" at our booth at the Bridge Building + Supply Men's association exhibit ... but want to take time off to drop you a line.

Natives here in Chicago claim that this mid-western metropolis has just two kinds of weather..... August and Winter. In August,

. MILL-RENDERING PLANT
A PARTNERSHIP

PLANTS TELL THEIR NEEDS -

Corn Speaks

THIS IS NITROGEN HUNGER NOT DRY WEATHER

THIS IS DRY WEATHER SIGNAL

AND THIS IS POTASH HUNGER

HERE I SHOW PHOSPHORUS HUNGER

Hello, Mr. Levy,

We sent your letter to 10,000 farmers suggesting they have us take soil samples. Two hundred sixty of these replied. As a result we sold 780 tons in December, 481 tons in January, and 472 in February. This time of the year is called "off season" by fertilizer people because there is no demand during the winter. Yet we sold and spread this tonnage while everyone was waiting for spring. Another handicap that we had to overcome was the general belief that fertilizer should be applied only in the spring.

The soil analyses and recommendations proved to farmers that liberal applications were needed. They bought an average of 301 lbs per acre.

WHAT DOES IT TAKE TO MORE THAN TRIPLE THE VOLUME OF A BUSINESS?

In this case, it merely took the change of a single paragraph of copy in a promotional letter.

The tonnage of this firm depended on the requests they received from quantity mailings to farmers. They had been averaging ½% in returns during their best seasons. We made a change of a single opening paragraph, and (as you'll note) they enjoyed a 2½% return in their poorest, off-season.

Their letters suggested that farmers request that a representative call to take soil samples. Since these letters covered many nearby states, it took a farmer in pretty dire need to obligate himself in requesting a rep.

We changed the first paragraph to say-'Our representative will be in your neighborhood in the next few weeks to take soil samples on neighboring farms. While he is in the neighborhood, let him drop in etc.' And that made the difference.

We also arranged for mailings to be sent to certain territories to simplify the follow-up.

QUESTION FROM SUBSCRIBER

"Here's a tough one. What if you had a product without an ad budget to speak of. How would you promote it?"

With a self-liquidating premium offer. This means that the premium costs you nothing, and need only be introduced on the package itself, plus a store display or window streamer.

A mid-western popcorn outfit increased their sales.

900%

In one year with a premium offer, and with nothing but package announcements and a store display.

THIS IS INTERESTING--

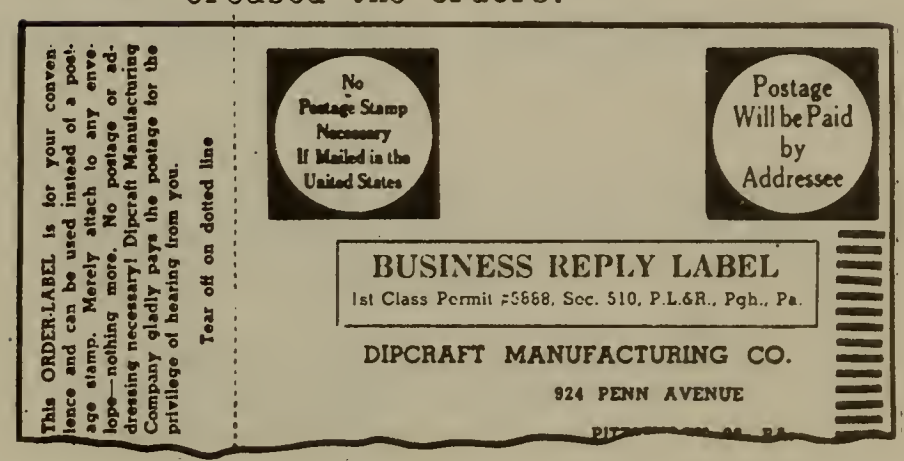
A subscriber sends in an excellent idea that you may want to try.

He sez:

"We stumbled on something by accident that saved us a good deal of money.

Instead of sending out #6 return address envelopes which require no postage, we use a return address LABEL.

Not only was it less expensive to print, but it appears that the novelty of the idea increased the orders."



NAPOLEON SAID IT---

"Circumstances win wars! I make circumstances!"

That's what the man said. And that's a quotation you can cut out and profitably paste in your hat.

> It is one of the most important realizations you will ever have. Success in advertising, promotion and merchandising can be created---by creating a condition or situation.

Take advantage of circumstances as they happen. If they don't happen (or aren't in your product or service) create them to suit your need or purpose.

> Up to this point, the words you've been reading may sound like double-talk. But the next few paragraphs will give you specific examples.

FIRST A STORY

You've heard about Father Damien, the priest who spent his life aiding lepers. He started a speech in 1885 with two words that have become immortal. He arose, looked at the assemblage of inflicted and said:

'Fellow lepers...'

This is a concrete example of using a circumstance to dramatize your talk, copy, letter or other promotion.

THE BLACK BEAR BAR

We visited the Hotel Duluth (in Duluth, suprisingly.) They have one of the most famous bars in the world. It is called the Black Bear lounge---got its name from a live black bear that walked through the plate glass window one day in 1929, and was shot.

> The actual bear is stuffed over the bar, the name was changed to capitalize on the incident, and publicity was tremendous.

This is another example of using circumstances to your advantage.

> We were riding on the train through a dirty, dusty, depressing part of the state of Pennsylvania.
>
> Lo, through the train window was a simple sign that certainly took advantage of circumstances:
>
> "NEXT TIME--FLY!"
>
> That sign, on any other point of the line wouldn't have been half as good.

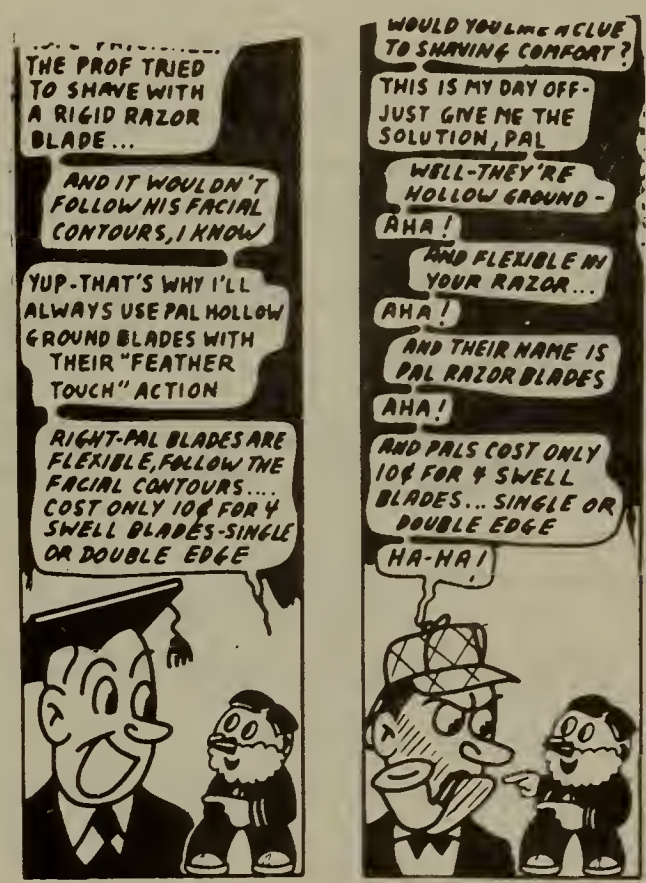
THIS IS GOOD--

A publishing outfit had a large sales meeting in some hotel rooms. Scattered throughout the rooms were signs that pointed up their different selling angles:

Lift up the toilet seat and you see a sign: "LET'S FLUSH OUT PROSPECTS."

Throw your coat on the bed, and there is a sign: STRESS BLANKET COVERAGE.

Look in the mirror, and the sign sez: ASK YOURSELF THIS QUESTION.



Reproduced to the left is a cartoon idea we did quite a while back.

Based on the fact that balloons are the simplest form of copy presentation, these ads enjoyed an exceptional readership.

SHORT STORY---SAPPY ENDING

A pen manufacturer produced a counter card to hold a pen barrel and two points.

On the original card, they had a 3/4" space headed: "DIRECTIONS - Remove barrel, take out both points, screw either point in pen barrel with a simple twist, then fill."

We suggested instead the three simple words: JUST SCREW IN

FREE OFFERS AND FACTS ABOUT THEM

Many articles in many advertising trade papers will tell you that the most powerful single word in the promotional language is FREE.

This was a fact for many years, but we don't believe that it applies any more. In some cases, for some products, to some people, the word free may still pull effectively.

But too many tests are beginning to prove otherwise.

A subscriber sent in the two ads below. In a test, the ad on the left, without the word "Free"...pulled best.

A publisher tested two ads, one offering two books FREE. The other offered any three books for $2.00.
The latter ad pulled best!

We believe that this is a definite switch in public thinking. That the use of the word "Free" has lost much of its appeal, power and magnetism.

This may be the result of the FTC, may be the result of so many phony offers, or just the result of people growing up mentally.

THE MAGIC OF WORDS

If you sometimes challenge the importance of the proper use of words for increased business, listen:

There's the story of Evinrude, who built his outboard motor business on the words: "THROW AWAY YOUR OARS." Those few words were so provocative they enabled him to tell his story in small space.

The maker of a new type of permanent awning had people complain that his could not be raised or lowered. "Look at your windows" he answered. "Where are the blinds?" Because blinds are always half-way down, these few words were his magic formula to sales.

The first real estate agent to put up the sign- "IF YOU LIVED HERE, YOU'D BE HOME NOW" had a million dollar idea in eight words.

Give me this small space and I'll turn your Silence into Sell

SALESMEN'S PRESENTATIONS

Have you noticed some of the typical salesmen's Sales Aids that are prepared by professional services in this field? You get the feeling that their profit must come out of costs, since most of these things are more elaborate than the product they sell.

Contrary to what you may have been told, we have found that Sales Aids or Presentations that are too bizarre, actually do more harm than good. The prospect is either distracted from the story, or feels subconsciously that anything that needs such fireworks, can't be good in itself.

We recently did a presentation in behalf of salesmen who were introducing background music in stores and offices. This was not the piped in kind, but emanated from an in-store recorder.

It was found that one of the main objections on the part of prospects, was-'Where will I have room to put it-?'

This was answered conclusively by the salesman, who whipped out a sheet of paper 14 inches wide and 12 inches deep. He placed this on any handy desk, shelf or space, where the message above was featured in the center of the sheet.

CASE HISTORY

We were called in by a manufacturer of an infant food. Seems his primary problem was to get doctors and pediatricians to send for samples, try them, then suggest their use to mothers.

"We mail promotions to doctors--but they haven't time to read them" was the plaint.

Going over their sample mailings, we found several pages of solid copy in 8 pt. type. No wonder the MD's didn't read the pieces. Too, the explanation of the product was detailed, dull and dreary.

With so much explanation, there was little temptation for doctors to send for samples.

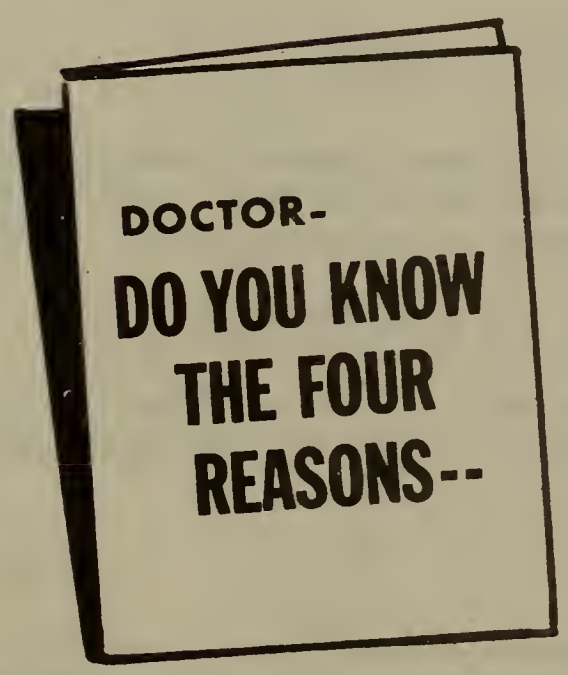
The folder shown below (cover and inside fold) was designed to accomplish four specific things:

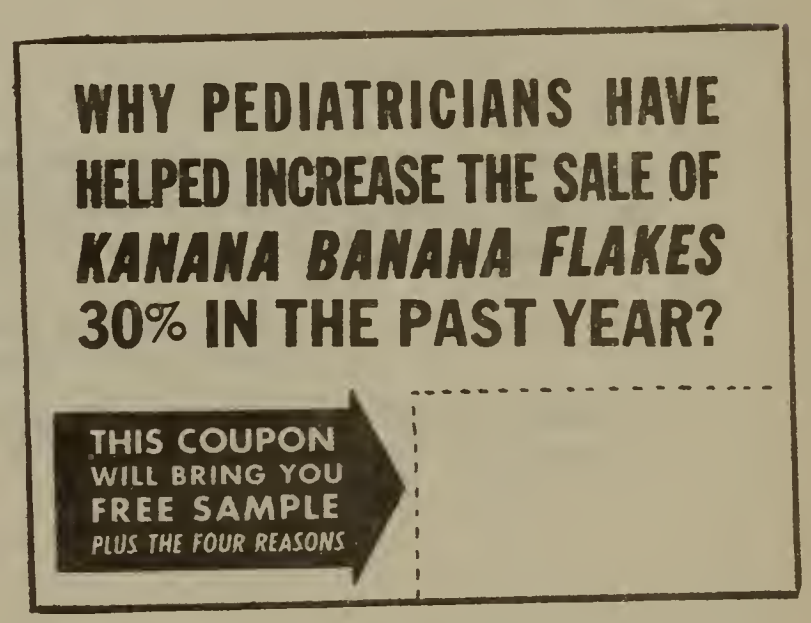
(1) Carry a cover so provocative that doctors would have to turn to the inside fold.

(2) Carry so little copy (in large bold type) that just a glance would disclose the complete message.

(3) Infer that other doctors knew (and were acting upon) something the recipient was not familiar with.

(4) Tell nothing about the product that would dull the interest. Rather force an inquiry to learn the facts.





POSTMARKS FOR PROMOTION

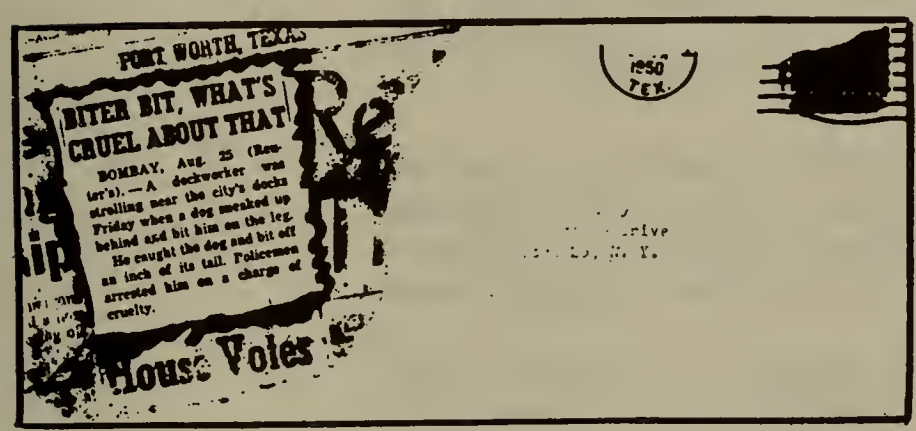
In previous issues of this sheet, we suggested that cancellation marks of novel post offices could be adapted to effective direct mail.

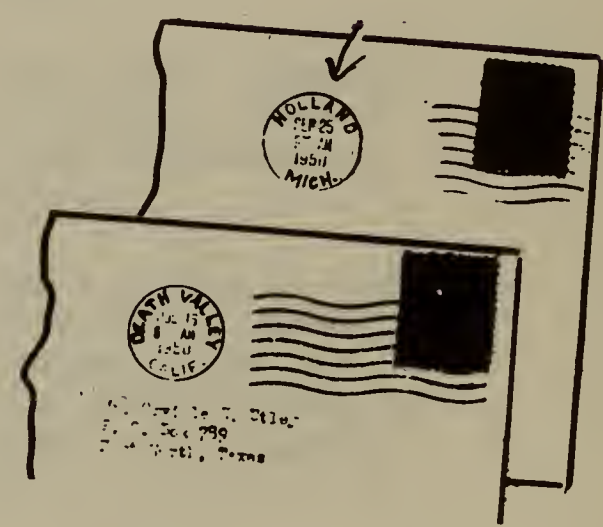
Reproduced is a letter our Texas friend sent from HOLLAND, Michigan. The letter spoke of "plugging the hole in the dike called neglect."

Also reproduced is an envelope with an actual DEATH VALLEY post mark. When you see this in actual form, it makes quite an impression.

The same feller wrote a letter starting with a few facts about a man biting a dog. Now, that is an old bromide, if there ever was one.

What makes this a terrific idea is the use of the envelope as part of the vehicle to introduce the idea.





HERE'S A TWIST

An outfit we know has been taking a booth at the Hardware Show for the past few years. They have nothing to sell to the retailers who attend the show, have no desire to sell them. Their space and display is taken with another purpose:

TO CONTACT AND SELL THE OTHER EXHIBITORS!

In other words, they find this exhibit the perfect way to display their wares to their fellow exhibitors, who, in effect, become a "captive audience" for their sales story.

SPEAKING OF EXHIBITS--

D. M. Snively of the Hagerstown Leather Company (a veteran exhibitor) finds that sales results are better when his booth is built in the form of a counter or table...than when it is built like an inverted U. He feels that folks hesitate to fence themselves in when they enter a U shape, that traffic flows better, and that it is easier to demonstrate merchandise over a counter.

IMPRINTED DEALER PROMOTION

Most organizations use dealer imprinted promotion of one kind or another. If (and when) this is used by dealers, it is exceptionally successful, because these dealers have active lists.

Obviously, the biggest problem in this type of promotion is to insure the use of such material by participating dealers. Herewith, a simple realization which has been proved effective in many ways, adaptable without end.

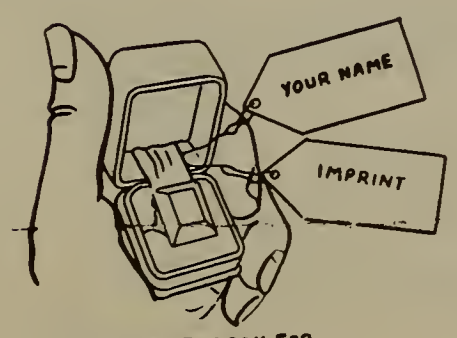
Most imprinted material is obviously designed for the purpose. A blank space at the end of the piece, or in some corner or bottom of page is usually provided for imprints. Suggesting that the dealer's name has been added almost as an afterthought.

DEALERS DON'T LIKE THIS

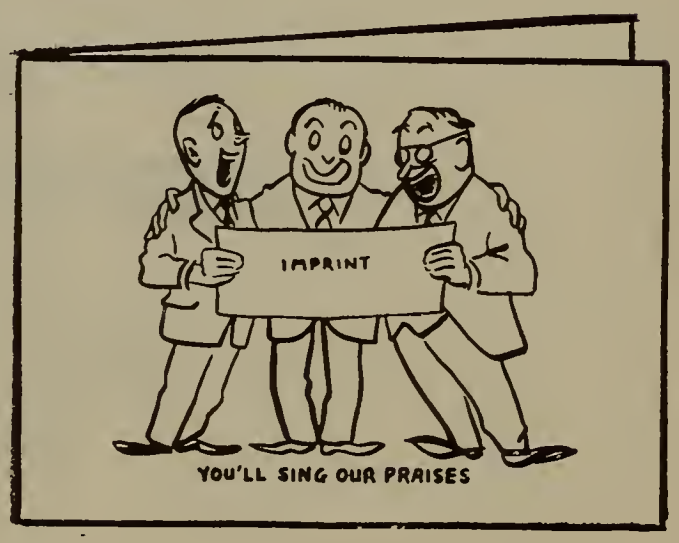
Design your promotion to make the imprint part and parcel of the piece itself. It costs no more to overprint an imprint as part of an illustration, and certainly proves more effective.

Your very act of laying out such a design or idea will insure a more popular and successful approach to dealer imprint material. In other words, you will plan a piece to feature the dealer's name, and just naturally include the dealer as an important part of your promotional story.

This is sound thinking. It enables you to approach the retailer with a story of interest to him, to sell him on the advantages of using such promotion with appeals like: " WE FEATURE YOU--YOUR STORE--YOUR SERVICE--YOUR LOCATION."



TWO NAMES TO LOOK FOR



YOU'LL SING OUR PRAISES

SUBSCRIBER WRITES:

"Enclosed are two examples of folders we send to doctors (selling tablets by mail.) One piece was very inexpensive and corny looking, the other was more expensive, used several colors, and was designed by an artist.

The inexpensive, corny looking one keeps outpulling the pretty one! Why?"

OUR OPINION: (As it has often been before). A promotional piece can be too pretty for its own good. We were reading about rug weavers in Turkey (or someplace) who put a mistake in their weaving on purpose. Thereby providing an actual indication of human effort (and error.) If the rugs were too perfect, there would be no proof that they were done by hand.

We believe that the corny piece going to doctors looked like a special offer (which it was.) That the attractive piece indicated that this was a regular promotion, and lacked sincerity and realism.

NAME IT

A bar features different exotic drinks on signs: "THE RUSTY NAIL"...."THE BROKEN CLAW"..."ONE TOUCH OF VENUS" etc.

Actually, these are typical drinks that you can get anywhere, but the names provide a distinction.

Now, we were about to say that this is adaptable to your promotion, but perhaps a specific example is better.

We just finished some mail promotion for an outfit that manufactures LOUD SPEAKERS for gatherings, conventions etc. These speakers have been featured for years in their direct mail in such exciting ways as:

MODEL SB5647
NUMBER TR3289

We suggested giving these speakers a personality, a descriptive title that would:

Enhance the explanation
Make them easier to remember
Dramatize their potential

A small speaker was called:

LITTLE LOUDMOUTH

Another was called:

CHARLEY McCARTHY

JOBBER SELLING BY MAIL

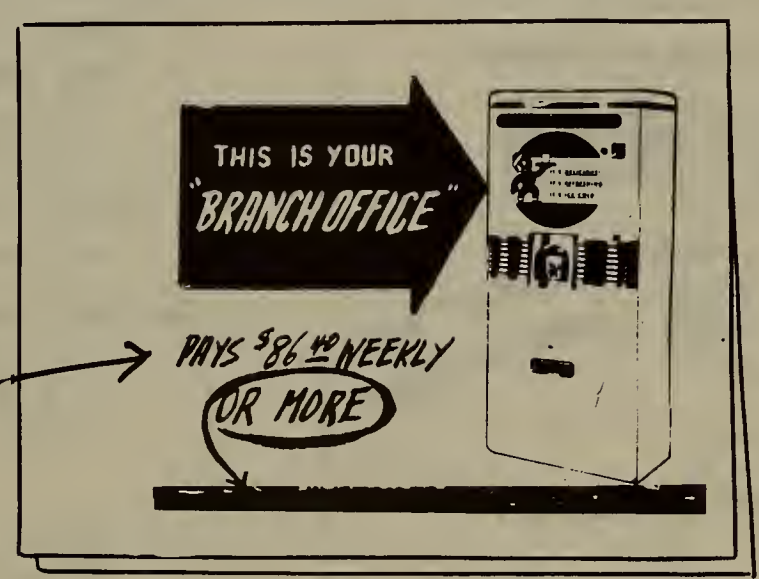
We called on a distributor of soft drink machines. He used direct mail to sell automatic drink dispensing machines to bottlers.

He wanted to dramatize the potential of handling his machines in a quick, but effective manner.

As illustrated, we used a folder format with over-all size of 11" by 17".

Note the arresting idea of comparing a dispensing machine to a "Branch office"

Second fold illustrated the "branch office" (dispensing machine) and gave a specific promise of profit--$86.40



Note

Then inside (third fold) told product story.

SILOO

DISTRICT OFFICES
615 W 35TH STREET
CHICAGO ILL
611 THOMAS BLDG
DALLAS TEXAS
1071 BRYANT STREET
SAN FRANCISCO CALIF
PLANT & LABORATORIES
PORT READING N J

PETROLEUM SOLVENTS CORPORATION

New York 19, New York

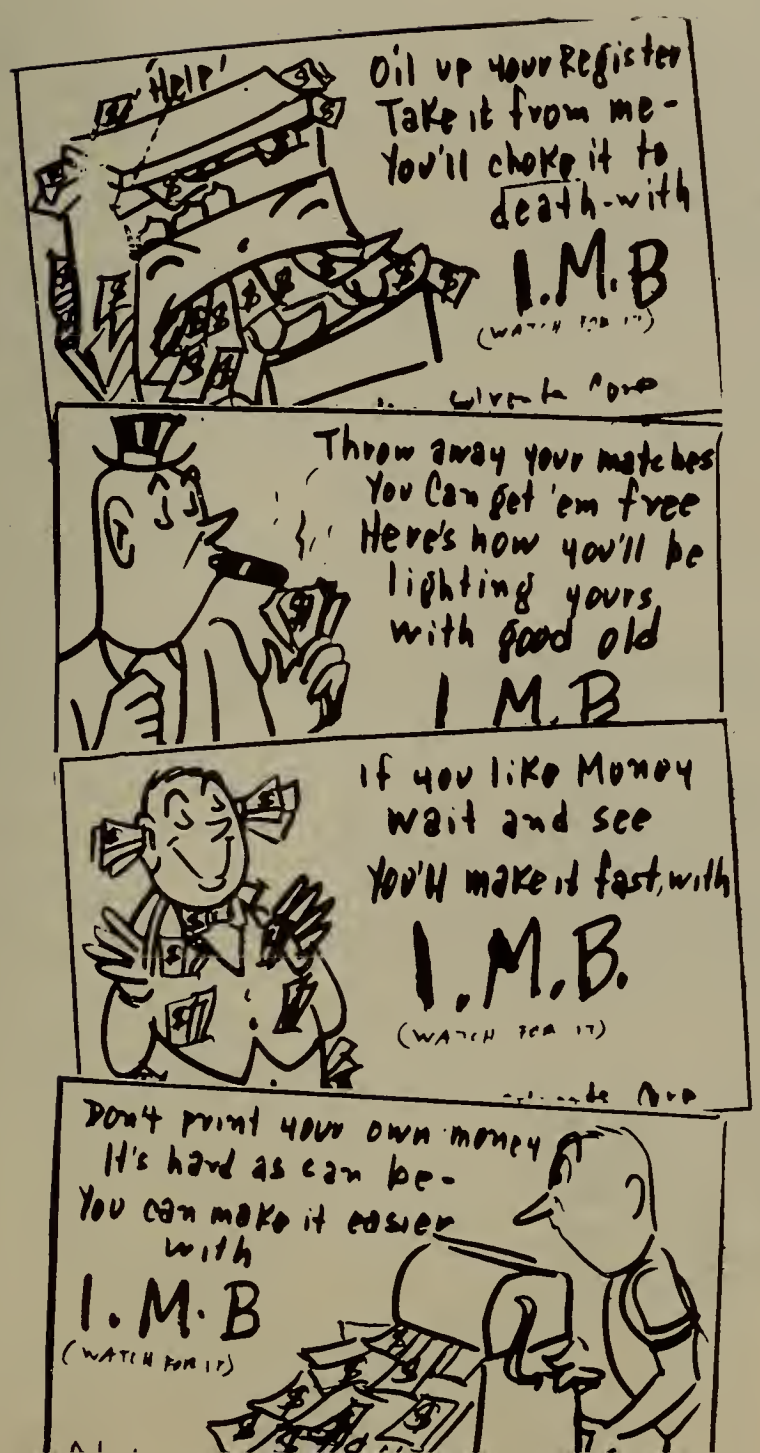
Dear Mr. Levy:

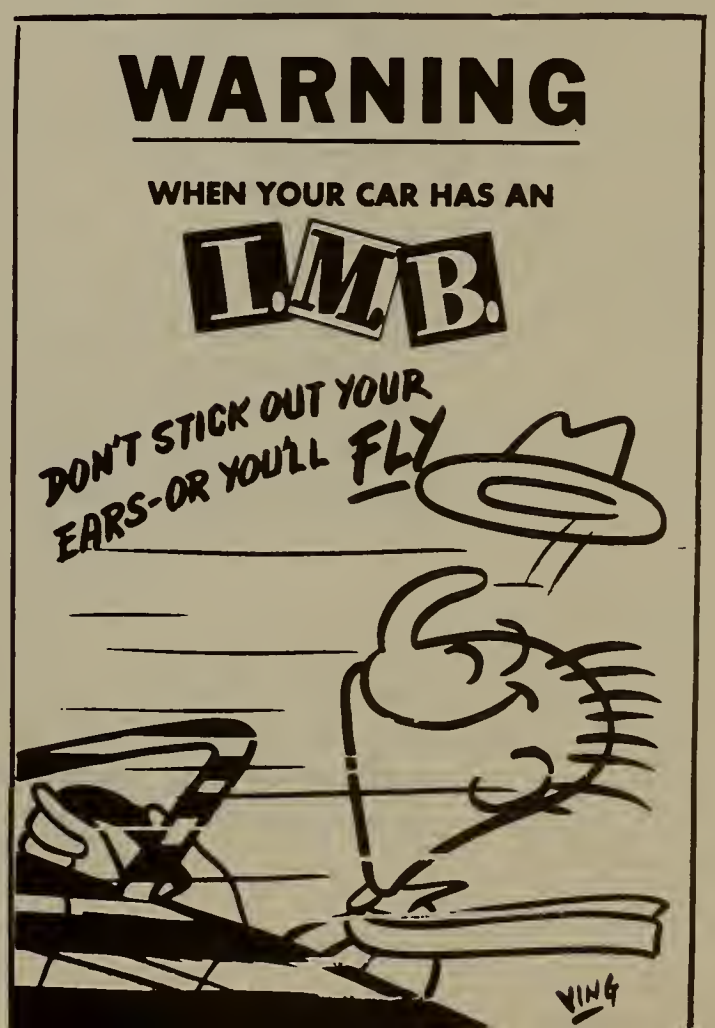
Just a few lines to let you know how much we appreciate the help you gave us with our "I.M.B." promotion. Your novel ideas and clever approach certainly made the difference, and early indications are that this will be the most successful program we've ever attempted.

WHAT DOES IT TAKE TO CREATE A FABULOUSLY SUCCESSFUL PROMOTION?

In this case, all it took was an understanding of the audience. Automotive people are generally youngish, not given to reading, and with a pronounced sense of humor (maybe from reading comic books)

We used cartoons in roughest form, made them look like hand-sketched, in a series of daily post cards. Followed this up with cartoon wall posters that were facetious enough to be used in preference to mounted displays that cost many times as much.





USING THE PAPER YOU PRINT ON--

There are many arresting ways to literally add dimension to the paper you print on.

Illustrated below is an ad we designed for a hand cream. Notice that the layout practically reached out for the reader's hand and made it part of the ad.

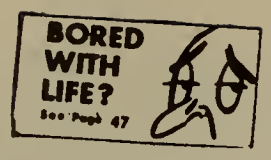
We designed a small counter card to feature a new type of smoking pipe. As roughly illustrated, this display was based on the same idea as the layout above.

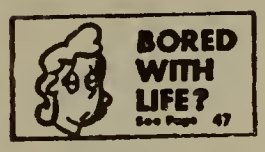
ADAPT THIS TO YOUR PROBLEM

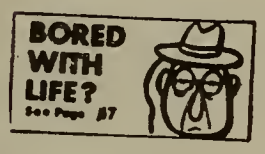
Get out an ad or mailing with an outline of whatever it is you market. Suggest that readers place their pen (or pipe, cotter pin, chain drive, etc.) in the space provided. Then check the different points featured.

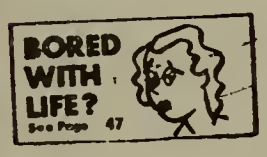
NOTE-

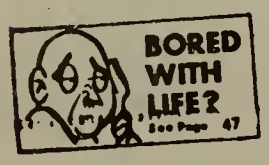
We'll be the first to admit that many folks won't go to the trouble of placing something in the space provided. But your very invitation of specific comparison is convincing.











WE READ OUR OWN NEWSLETTER!

Illustrated to the left is an ad we created for a client of ours who is introducing a new drink. Because he needed a "bridge" or copy gimmick to start the campaign rolling, we used the "BORED WITH LIFE?" theme.

Because he wanted high readership in small space, we used cartoons. Because this was a quality product, we used the "Peter Arno" or New Yorker Magazine style of cartoon.

Because we wanted as much attention as a full page ad, we spotted small one inch ads on ten different pages of each issue carrying the larger ad. (And it did a very effective job.)

Because he had a limited budget, but needed immediate results, we suggested that he take the budget for the last six months of the year and use it for the first six months. Thus doubling his budget at no extra cost. Our feeling was that an intensive campaign at the start would create buyers, who would create other buyers.

We run these ads on Mondays and Tuesdays, because the papers are thinner and competition is less. His problem was to introduce the NAME, rather than suggest shopping (which runs on Fridays.) P.S. - Doing fine.

ADVERTISING VERSUS MERCHANDISING

Here is a good example of Advertising vs Merchandising. If the Estate Range Company had taken time on the air to say-"Ladies, drop that egg you are holding and rush down to your dealers to see the great new Estate Ranges"...that would be advertising. (And unhappily, there is plenty of this wasted ad money on radio and in print.)

But what Estate Range did was good, basic merchandising, based on a knowledge of psychology and understanding of the feminine mind.

They instituted a contest on radio--a simple contest anyone could enter from the home. "Just telephone your name, address and serial number of your present gas range. The oldest range will win a handsome prize."

Analyze the advantage of merchandising this time on the air. Few folks will drop what they are doing and rush out to deliberately buy a range. So Estate used the radio time---not with platitudes---but to build a list of range owners. A list their salesmen could call on and really sell.

In other words, advertising (on the air or in print) is powerful if you realize the limitations! Here is an example of how to use Advertising for Merchandising--then Merchandising for sales calls, mailed literature, follow-ups, etc.

DIRECT MAIL IDEA

A manufacturer plans to get out a consistent mailing to retailers. We suggested that he mail an introductory letter that would (both) sell a lot of merchandise because of the appeal, and provide a theme for his later series. The first letter went like this:

> Dear Sir:
>
> In about 60 days, we will send out mailings to introduce our hosiery to the trade. This mailing will consist of actual case histories of successful selling of our product.
>
> We want YOU to be one of these examples.
>
> If you will order an assortment of our stockings now, display and feature them as we suggest, you will make hosiery sales history in your store.
>
> Then we can feature your success story in our advertising. And give you publicity that will prove an advantage to you.

This simple letter should do a job.

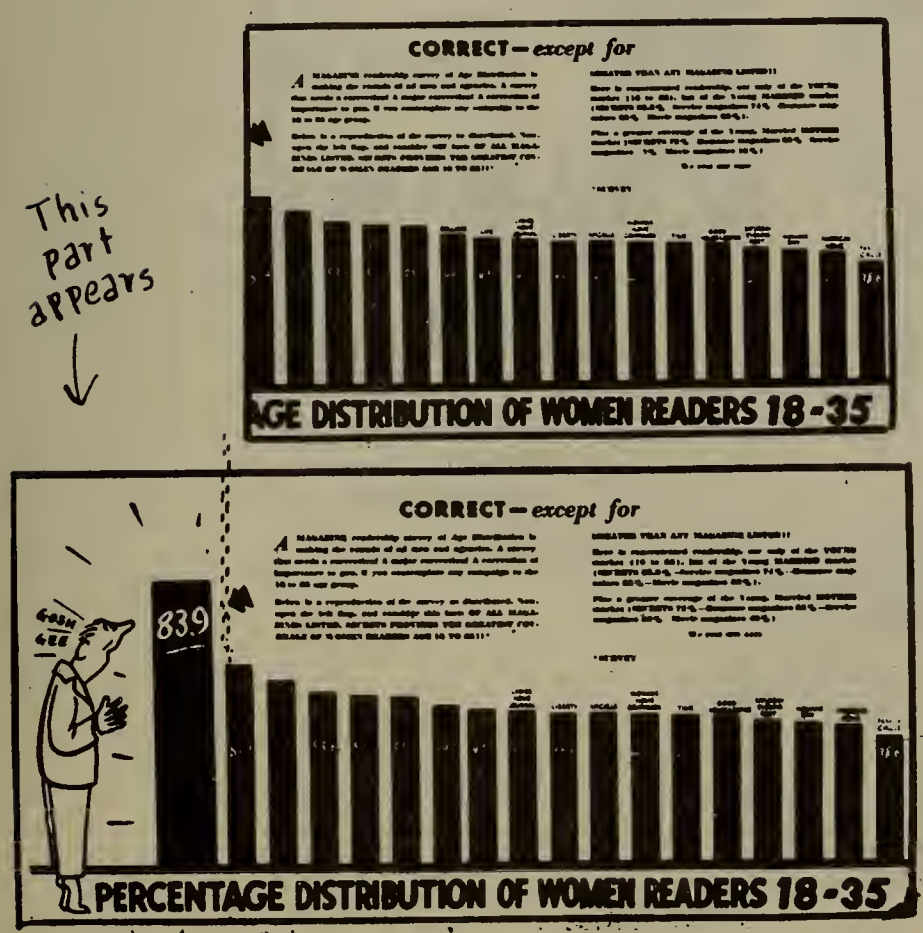
INCIDENTLY-

A similar idea was tried in a slightly different way by a tool manufacturer.

A letter went out to jobbers (over the president's signature) describing a new type of drill.

> The president's letter explained that the tool would be sent to the first ones requesting it---but asked that they keep it confidential--and not to tell colleagues.

Out of a mailing of 4,000 pieces.....2,700 requests came in for this drill!!



DIRECT MAIL DRAMATIZATION

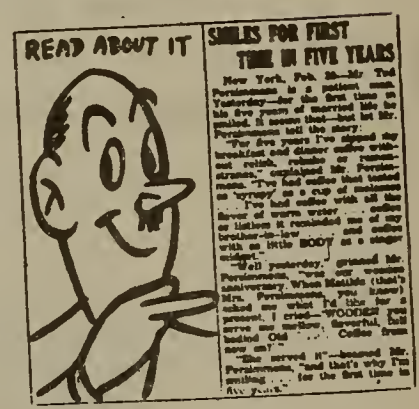
Using novel folds and die-cuts in direct mail increases the readership. But when you can use this kind of idea to truly dramatize a particular theme, it's even better.

A magazine wanted to get out a mailing to refute certain claims made by a competitor. As illustrated, the piece was sent with one fold. Folded, you see the story as presented by the competition. Unfolded, you see the additional fact that we wanted to dramatize.

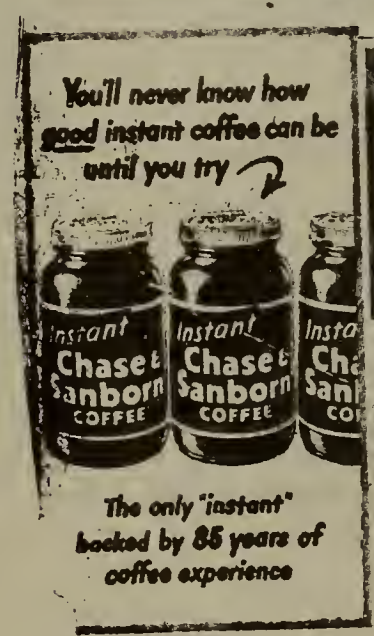
Note this bottom line. When folded (see above) it makes a complete statement. Unfolded, it makes a completely different statement.

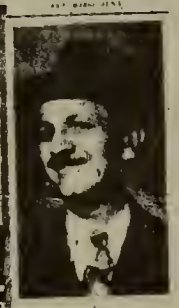
MORE SMALL SPACE ADS
INTRODUCED IN THESE PAGES EXCLUSIVELY

To the right is a small space idea introduced in our second issue. This too was a new idea, never before done by anyone (to our knowledge). Scattered below are examples of how subscribers used this suggestion to their own benefit. One $50,000 space campaign was sold on the strength of this single paragraph.



FROM OUR ISSUE ↑





Cave Man Tamed

September 5, 1956

Last year we used the 8 Magic Words promotion (enclosed) and got a 2.5% return, which we considered very good.

We've now mailed the 8 Magic Words to over two million names. Pretty soon we're going to get duplication. We like the 8 Magic Words idea and wish to stick to it until we find something just as good or better.

In September of 1956, six years later, we received the letter above. After constant use for 6 years, this letter had been mailed to over 2 million names, and was still producing 2½% in orders, even from cold lists.

This single letter, this simple piece of multigraphed paper had actually kept a large concern in the black. All for $250 (dammit!)

The letter itself was exciting, but honest. It promised a Selling Sentence that made sales almost automatic. And you may be interested in knowing that this concern had a large apple crate filled with notes and letters thanking them for the sentence, because it did perform as promised.

Part of the letter is below. The selling sentence of 8 Magic Words was based on the fact that each box of cards contained 21 cards. Here are the words, to be repeated to customers by saleswomen: 'This little box will make 21 people happier!'

Dear Friend:

We want to contact, as quickly as possible, a limited number of folks who have had experience selling greeting cards to friends and neighbors. We have discovered (now read this carefully) we have discovered

8 words

that sell Greeting Cards to almost everyone that you call on.

Imagine--All you have to do is repeat eight simple words that will sell more cards than you ever dreamed possible.

We want you to try these 8 words on anyone; your friends, neighbors, folks you do business with, your relatives and even to perfect strangers.

USE "ME--I--WE"

That's right. Talk about yourself, use the first person as often as you like, Just make it interesting, and you make it effective.

I, Nancy Fox

believe I can help you if you are losing your hair, for my treatment has helped many other men. For free consultation phone or visit me at the Fox Institute, 1465 Broadway at Times Square, Wisconsin 7-1542.

You have been told for years to use the "YOU---YOU---YOU" approach in copy. We claim that this is a copy bromide that means nothing.

Make yourself the brunt of a joke and people will like you. Tell about a personal incident of interest, and people will enjoy you. Invite complaints or suggestions over your signature ("Write to me personally") and people will love you.

Reproduced above is a small space ad that uses this technique--effectively.

The success of this example can be attributed to the very personal treatment of the headline.

EXAMPLE--

A soft drink outfit ran an ad locking for distributors. It was very professional in make-up, hence, very cold. It was beautifully prepared, hence very uninteresting. It was aimed at an "audience", hence very impersonal.

We changed the ad, ran a big, black headline:

"PHONE JOE BLACKSTONE"

(if you want to make a lot of money fast)

USE YOUR NAME

THIS MAY BE HELPFUL- THEY ARE LISTED ON THE NEXT PAGE

If you have a line of type that you want to curve (or follow any other pattern)...simply cut as close to the type as possible, then s-n-i-p in-between each letter as illustrated. You'll then be able to bend or turn the type any way you want.

BELIEVE-ABILITY IN ADVERTISING

One of the most subtle but most important angles in advertising is Believe-Ability.- And one of the best ways to achieve this is with "News Reprints." In other words, you might start right now clipping articles and headlines that tie-in with your product or promotion. Reproduce these in your ads or mailing pieces to prove whatever contention you make--and you have an effective and believable ad.

TARGET SELLING

Underwood typewriters wanted to sell their all-Electric typewriters to offices. Just talking about its features was too general an approach, because this machine (in most cases) was sold as a replacement and improvement over a machine currently being used.

In other words, as long as your typewriter typed, there was no great NEED to invest in an expensive electric model.

We suggested that salesmen ask the leading and revealing question:

'WHICH IS THE MOST IMPORTANT MACHINE IN YOUR OFFICE?'

Then go on to prove that the machine indicated as doing executive (or other vital) work should be replaced with an Underwood. This provided a TARGET for salesmen to concentrate on, simplified the sales approach, and built up to other sales as well.

SHORT CUT TO GOOD COPY--

One of the greatest faults with much promotion is the generality of treatment.

Banks advertise - "MAKE A WILL."
Manufacturers say - "MAKE MORE MONEY."

One bank found that their ads instantly became more effective when they said -

"IF YOU'RE WORTH $1,000 MAKE A WILL"

Obviously, many people figured that a will wasn't needed for such a small amount.

An advertiser ran a trade ad head -

"SELL $100 WORTH OF WATERMELON"

This was a claim prospects could visualize, appreciate, understand.

BE SPECIFIC

Collect facts that are pertinent to what you have to sell. When you have a problem, these clips often suggest an answer.

We read somewhere that every person in the village of Cervera de Buitrago, Spain had eleven fingers. (It's a fact, the story tells the reason.)

Anyway, when we had the problem of writing a promotional letter for a tag outfit (to glove manufacturers) this clip provided the perfect theme:

"Do you make gloves with 11 fingers? You'd have to if you sold to the people of---"

We received a letter from an outfit that sold shorthand by mail. They stressed a fact they must have dug up somewhere:

9 words represent 25% of everyday written or spoken language.

69 words represent 50% of the language.

With this fact established, it wasn't hard for them to prove the fact that you could learn their method fast.

THE PSYCHOLOGY OF SELLING

If you'll go over any type of advertising in any medium, you'll see that most of it is based on the "kick 'em in the teeth" and "knock 'em on the head" school of thought. Superlatives (by their very over-use) have as little effect as the period at the end of a sentence.

The most remarkable part of this fact is that most of the really successful types of selling, advertising and promotion are...IN THE SUBTLE SENSE !!

Let's take a few examples -

Perhaps the simplest, but most effective discovery ever made in retail selling was the "few cent mark-down". We mean the prices of $3.98 instead of $4.00...$7.95 instead of $8.00. A refrigerator is priced at $199.95...and we guarantee that most folks considered this in the $100.00 price range instead of the $200.00.

Now, this is a very simple trick of psychological pricing ---but it is probably the most important single contribution ever made to retail sales.

You can say more in fewer words more convincingly....when you utilize the Power of Psychology.

"LIMITED TIME ONLY" is only three words, but it promises, threatens, cajoles and hastens your actions. "FREE TRIAL OFFER" is more convincing a phrase than all the claims and promises ever made.

You see lots of "SALE" and "MARKDOWN" offers in windows, but the four words "FIXTURES FOR SALE TOO" say more to convince you of a bargain than anything else you can say.

HERE'S AN ACTUAL EXAMPLE OF PSYCHOLOGICAL SELLING

A credit chain in New York recently bought out a chain in Long Island. This credit chain wanted a mailing that would bring the Long Island customers into their stores in New York.

Because it was worth the investment, this chain wanted to offer a $1.00 bill to everyone who visited their stores from Long Island. "-To repay you for the cost of your trip" was the intended pitch.

We suggested instead a "Celebration" mailing. This piece to offer a FREE ticket to any matinee at RADIO CITY MUSIC HALL. "But we can't afford to do that" was the rejoinder. (They could afford it, because the tickets cost only....$1.00)

Obviously, this ticket offer seemed like much more (even to the credit chain)...suggests a good time, implies a more sincere offer, and ties in with a classy name (Radio City Music Hall).

THE PSYCHOLOGY OF SELLING...

This is pretty subtle, so sit back and give it your undivided attention. Ready?

A large coal and coke outfit way out in North Dakota had a problem. They had a large list of former distributors who they wanted to woo back into the fold.

They mailed monthly letters, with folder and blotter enclosures. These were typical promotional letters, but little else. Started off in a friendly way, then nearly hit the recipients on the head in a heavy-handed attempt to get them back. According to the outfit, these pieces were expensive, but ineffective.

Here's what we tried to explain to them. (If you agree with the thinking, you can put this application to work in your own behalf.)

1-Folks on this list were thoroughly familiar with the company and its type of business.

2-Because they were no longer customers, they switched for one or more of a variety of reasons.

(Do you agree with our premise?) — You Don't-? Hmf!

SUGGESTION-

Mail a letter a week to every name on the list. These letters to be friendly, even humorous, perhaps even funny. None of these letters to carry a single word, sentence or paragraph about the business, its service, prices etc.

REASON: These recipients already were familiar with the business etc. Wouldn't wade through something that wasn't new, novel, interesting or informative.

When you write a friendly or humorous letter (that is really good) you have established a friendly attitude on the part of the recipient! (Like telling a good joke in a clubhouse.)

WHEN YOU IMMEDIATELY ASK FOR BUSINESS IN THE NEXT PARAGRAPH, YOU NEGATE THE VERY GOOD-WILL THAT YOU WORKED SO HARD TO BUILD UP!!

By admitting that your selfish purpose in writing was to get business. Your recipients know you are in business...know what the business is...know you want their business, or you wouldn't be writing to them in the first place.

The very fact that you don't ask for their business, psychologically makes them even friendlier toward you, which improves your chance for a sale. See example of letter mailed in case above.

Hello:

I just heard a story that I think you'll get a kick out of. It's about the lady of the house who confided in her maid. She made the observation: "I suspect my husband of having an affair with his secretary."

The maid replied haughtily - "I don't believe you, you're just saying that to make me jealous."

That was the way I heard the story and I just thought you would enjoy it.

Warmly yours

IMPORTANT

In May of 1944, this writer was the author of an article which was carried and featured on the cover of Printer's Ink. Later reprinted in several magazines and reprinted in Printer's Ink's book "Small Space Advertising."

We compared the typical dry, uninspired, uninteresting type of printed advertising with radio programs:

> "Imagine a Jack Benny or Bob Hope standing before a microphone" we challenged, "mouthing a steady fifteen minute commercial on a fifteen minute program, and you'll see the fallacy of printed advertising overloaded with sell.
>
> "Why in the name of all that's logical haven't advertisers realized the importance of entertainment in printed media?"

This was from an article of ours in the year 1944. We predicted that some day soon, advertising would be planned, designed and produced to vie with editorial content of magazines, newspapers and trade papers.

IN 1946--

(Two years after our article appeared) The American Newspaper Publishers Association made public the results of certain readership findings which should have created an upheavel in ad circles.

But it didn't. Because these findings were publicized with all the fanfare of a muted trumpet stuffed with cotton and stifled with hesitancy. They didn't want to hurt too many ad agency feelings.

READ THESE FACTS PRESENTED BY THE ANPA

> "In analyzing various editorial techniques (from cartoons to news-style photos) it was discovered that they beat straight display copy in attracting readership by a whopping
>
> 253% !!!
>
> "Despite which (read this carefully) despite which,
>
> 89.2%
>
> of all advertising studied...was devoted to display-type advertising!!!"

> Why in the name of all that's logical, haven't advertisers realized the importance of entertainment in printed media as well as on the air?
>
> How and upon what premise can they justify the expenditure of thousands of dollars' worth of white space with absolutely no promise of consumer attention, interest or reaction?

From our article ↗

HUDSON PULP & PAPER CORP.

Dear Irving,

Please accept my apology for not sending you copies of our Hudson Line for which you wrote the copy.

Our revitalized newsletter has received considerable valuable comment and we know you share with us the pleasure of seeing a job well received.

To give you an idea of some of the comments, we have attached copies of some letters we have received. Also, we have attached half-a-dozen copies of our first issue and we will continue to see that you get copies of each issue.

PROMOTION THAT DOES GET READ

What seems to be one of the most universal problems in marketing, is the enigma of how to reach the jobber's salesman, then how to get him to read your message, feel kindly toward you, and feature your product.

On the face of it, this seems almost impossible. And based on the type of promotion most generally sent to these men and their company, it is impossible. There seems to be no realization on the part of manufacturers, of what the jobber and his salesmen are really like.

Like all of us, they are selfish enough to think of themselves first. Don't you? Like most of us, they are going to do, show, sell and feature whatever will make them the biggest Buck, the easiest way. Wouldn't you?

Then when you mail the typical uninspired, canned, corny, typical and selfish promotion, catalog sheets, price lists and special offers, you are wasting your time. Face it.

To get jobbers and their salesmen to think of YOU, you have to think of THEM...first. See next page for an example of this, in the form of an Idea Newsletter that we did for Advance Patterns

Phoenix Clothes Inc.

Uses the STA-NU Pressing Process because they insist on the finest in finishing.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Lieberman Mfg Co.

Uses the STA-NU Pressing Process because they insist on the finest form of fabric finishing.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

KLAYE BROTHERS

Uses the STA-NU Pressing Process on their Fashion Lane Clothes because fine fabrics deserve fine finishing.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Wall Street Clothes

Uses the STA-NU Pressing Process because it insures both retailer and customer satisfaction.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Hammonton Park Clothes

Uses the STA-NU Pressing Process because it protects and prolongs the fresh-press look.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Record Clothes

Uses the STA-NU Pressing Process because it protects against damp and climatic conditions.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Barron-Anderson Co.

Uses the STA-NU Pressing Process because it adds still another selling feature to a fine garment.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Cosmopolitan Clothes

Uses the STA-NU Pressing Process because they know the importance of a more permanent press in any weather.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Lamm Brothers Inc.

Uses the STA-NU Pressing Process because it makes garments wrinkle-resistant through handling, humidity and hanging.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Mavest Inc.

Uses the STA-NU Pressing Process because they take pride in the appearance of their garments.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Goodstein Bros. Inc.

Uses the STA-NU Pressing Process to insure better edges, fronts, shapes and collars.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Calvert Clothes

Uses the STA-NU Pressing Process because it keeps garments ship-shape en route, on racks and on customers.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Friedman-Marks Clothing

Uses the STA-NU Pressing Process because pressing is faster, better and lasts longer.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Anderson-Little

Uses the STA-NU Pressing Process because it provides a quality control in pressing, handling and shipping.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Trimount Clothing Co. Inc.

Uses the STA-NU Pressing Process on their Clipper Craft clothes because it provides a sturdier foundation, handsomer finish and more permanent press.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Jacob Siegel Co.

Uses the STA-NU Pressing Process because it provides a sturdier foundation, handsomer finish and more permanent press.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

Raleigh Mfrs. Inc.

Uses the STA-NU Pressing Process on their Pacemaker Clothes because it helps to avoid puckering and blowing in any weather.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

College Hall Fashions

Uses the STA-NU Pressing Process because it gives a greater shape retention, sturdier foundation and firmer handle.

Sta-Nu Division—Bristol Chemical Corp.
220 West 42 St., N. Y. C. LOngacre 4-6147

IT ISN'T WHAT YOU SAY, IT'S THE WAY WHAT YOU SAY IT

To paraphrase a song title.

This advertiser was going to run a single ad, listing some of the users of his service. We pointed out that most people wouldn't be interested enough to read it, and with a flip of the page, his story was passed.

Instead, he ran all of the ads above in a single issue of his trade paper, on different pages, and in different positions. Suffice it to say that nobody (could possibly) miss it, and everybody was properly impressed.

HOW TO SELL JOBBERS

We have a subscriber who dropped in to see us. He cans a concentrated orange juice through jobbers---and had quite a problem.

> "We mail the jobbers a sample can" he groaned. "The first day, the can is in front of his desk. The second day, it is shoved aside. The third day, it is behind the inkwell. On the fourth day, it is tossed into the waste basket."

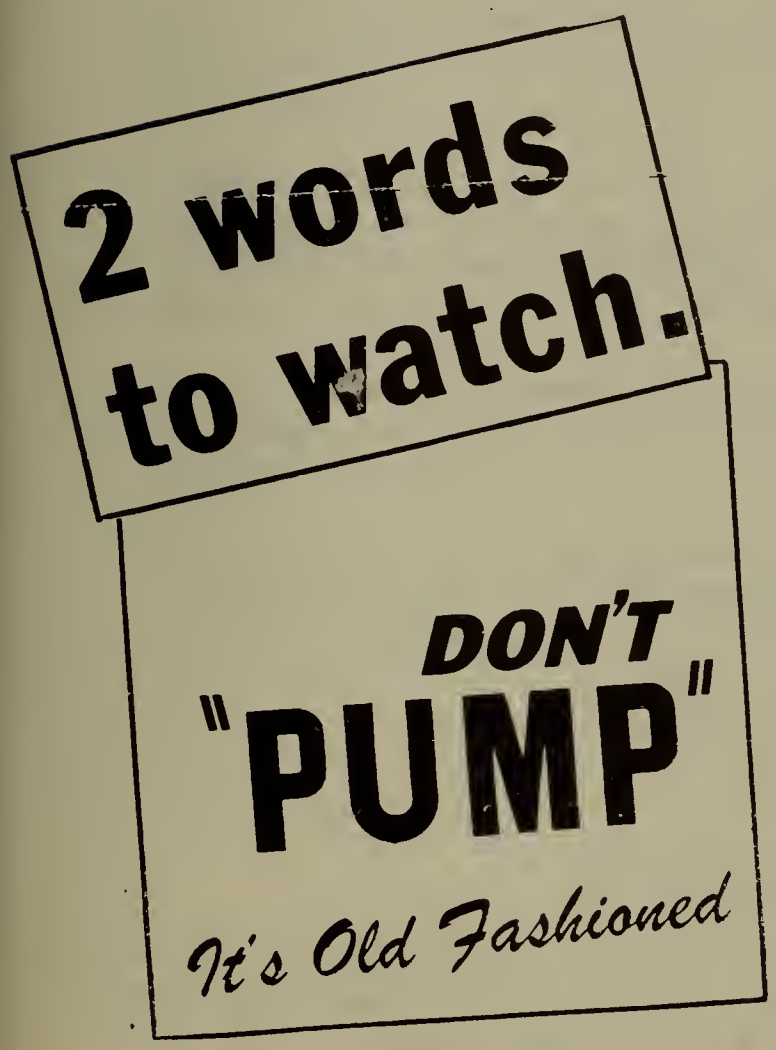
We suggested that he face reality. Some jobbers can't read, many are lazy, most of them wouldn't know a good selling idea if it slapped them in the teeth.

We suggested a mail promotion to jobbers in their homes.

A full case of the beverage to be offered and expressed to the jobber's home. With an explanatory folder.

Put yourself in the jobber's place. You too would disregard a single can of something in the office. First, a single can to a jobber means little. Then, he probably has no can opener. Too, he is usually too busy to bother.

But in the home, he has time and the necessary implements. Most important, he won't throw away a full case of anything.



STARK AND NAKED

Don't feel bad if your budget prohibits the use of art work for your folder or printed promotion.

We have found that an effective selling idea is often most successful in stark and naked presentation. (With little or no art work)

Reproduced is the first and second fold of a very successful mailing we created for a new type of pen--a pen without a filling lever.

Notice the effectiveness of simplicity and white space.

**

THE SECRET OF DRAMATIZATION

There is a single question that seems to be most important to folks in advertising and promotion: Is there any simple formula that can be used to make advertising and promotion more effective?

Something happened today that provides the ideal answer and example. During the afternoon, an announcer made a statement in behalf of cancer research:

> 'One out of every eight people will die from cancer' was his explanation. '-So donate to this vital cause!'

One out of eight people dying from cancer is an arresting fact. Later in the day, another announcer made the same statement in a little different way:

> 'One out of every eight people WHOM YOU KNOW will die from cancer' came the statement in a slightly different way.

'People you know' obviously made this more personal and effective. But in the evening, a female celebrity appeared on television, looked directly into the camera and made this suggestion:

> 'Take out your address book. Cross out every eighth name of a friend of yours. Now realize that because every eighth person will die of cancer, every eighth friend in your address book---will die the same way!'

THAT is dramatization: Here are three ways to say the same thing. Each an improvement on the other. And here, perhaps is the simplest, easiest and most descriptive example of DRAMATIZING and HUMANIZING a typical appeal, no matter what it is that you are selling or promoting.

An arresting statement like the first example is good. Providing the 'YOU' approach, as in the second example, is better. But creating a personal dramatization is best.

Whenever you have the problem of increasing the effectiveness of a promotion, read this page over, and you'll find it to be an ideal inspiration for a creative approach.

SUBTLE SELLING IN MAIL ORDER

In mail order, give a thought to your address. In a very subtle way, this can be a most important aid to sales. A mail order outfit discovered that sales increased when they changed their address from RFD 56 to HOLLYHOKE FARM. The name created a mental picture. A New York outfit rents their Fifth Avenue address to firms for impression. A Dutch Cook Book was offered by mail. Because it was printed and mailed from the heart of the Pa. Dutch section, it appeared more authentic.

HERE'S SOMETHING VERY IMPORTANT

Study this ad closely, and you'll see a secret of readership success that can double or triple the effectiveness of every ad you work on.

Compare this simple, subtle, humorous, effective, un-obtruse (but specific) example of advertising with 99% of the typical and technically perfect bull you see running in tradepapers, magazines and newspapers.

This example is based on no automatic "trade formula", on no typical example of "professional presentation", on no exhorbitant expletives.

> This is written by no word-master who spends thousands of dollars of a client's money to prove his own vocabulary.

This is conceived by no "creative board" which apes competition, emasculates ideas, runs in a rut, and murmurs axioms as self-protection.

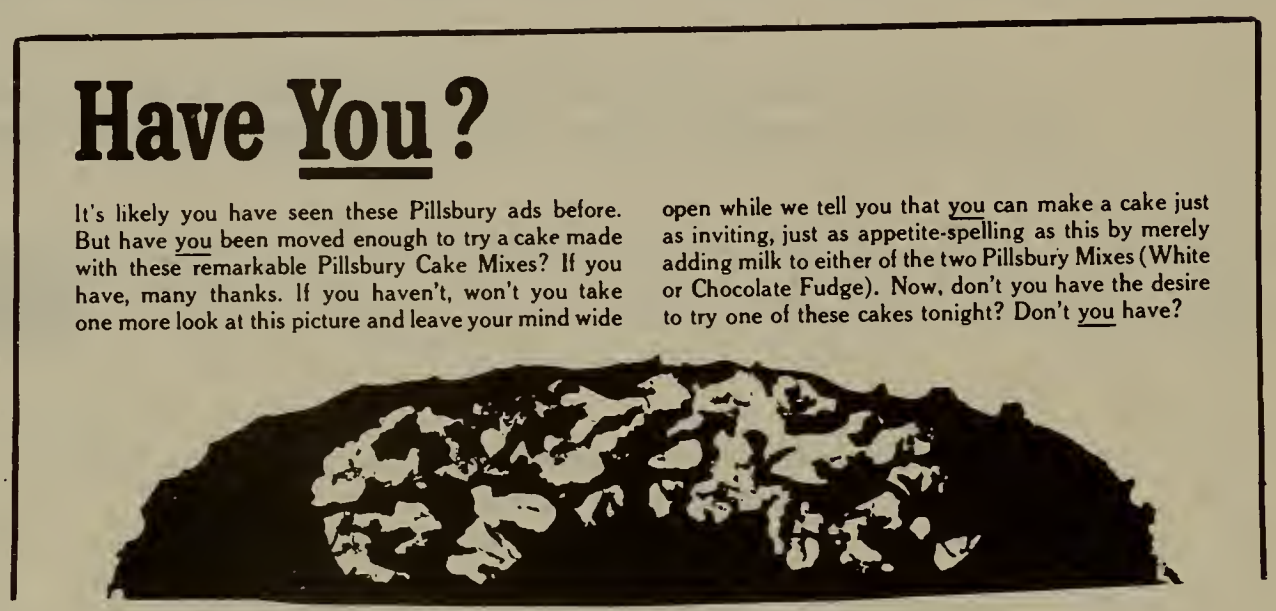
> This copy is as personal as a letter, as simple as a conversation, as logical as a notarized statement, as human as a smile, as friendly as a compliment, as convincing as a demonstration.

There is no bombosity, no shouting, no exaggeration, tumult, mystism. Most important, there is no professionalism in this copy!! Despite the fact that it is a full page ad in Life...and in full color.

SIMPLICITY IS THE SECRET...

There is almost a primer quality about this make-up and presentation, which makes for quick, easy and logical acceptance. WATCH THIS BECOME A TREND!! Try it yourself, in your ads or direct mail.

This is copy-writing as it is not practiced today~~ unfortunately



Have You?

It's likely you have seen these Pillsbury ads before. But have you been moved enough to try a cake made with these remarkable Pillsbury Cake Mixes? If you have, many thanks. If you haven't, won't you take one more look at this picture and leave your mind wide open while we tell you that you can make a cake just as inviting, just as appetite-spelling as this by merely adding milk to either of the two Pillsbury Mixes (White or Chocolate Fudge). Now, don't you have the desire to try one of these cakes tonight? Don't you have?

THE MAGIC OF WORDS

Shoe clerks were told never to say- "One foot is bigger than the other"...but rather, "One foot is smaller than the other."

A little plastic boat for children wasn't selling in competition with wood and metal boats. By calling it a "SOAP BOAT" (and putting a bar of soap in it) sales increased.

S-A-Y, WHO INVENTED THE "MONTH?"

The "month" seems to be the unit of direct mail measurement that is doing more harm than good.

About 80% of the direct mail campaigns we see, hear about or work on... are based on monthly mailings!

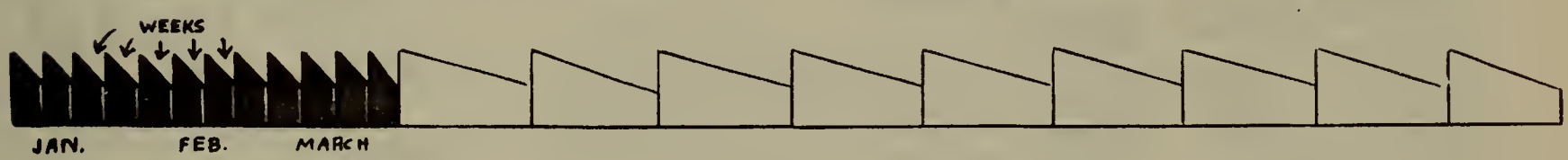
WHY?

Why monthly mailings? Why not weekly mailings, daily mailings or hourly mailings?

If you have a budget for twelve months, spend it on a more intensive campaign over 12 weeks instead. We'll bet you a free subscription to this sheet that your returns will be bigger, better, faster, more sustained and more effective!

Below is a clever ? little graph we made up to show the impact of 12 monthly mailings. Notice that each piece is mailed at just about the time that the preceding piece has lost its effectiveness.

Now see the graph below. It proves that 12 mailings over 12 weeks create a sustained impact that has no chance to diminish!



(1) Brother, if you haven't sold 'em with a weekly mailing over 3 months, chances are you won't sell 'em over 12 months either!

(2) If the 12 pieces over 12 weeks produce the equivalent of 12 pieces over 12 months (should produce even more) you have enough profit to continue this treatment indefinitely.

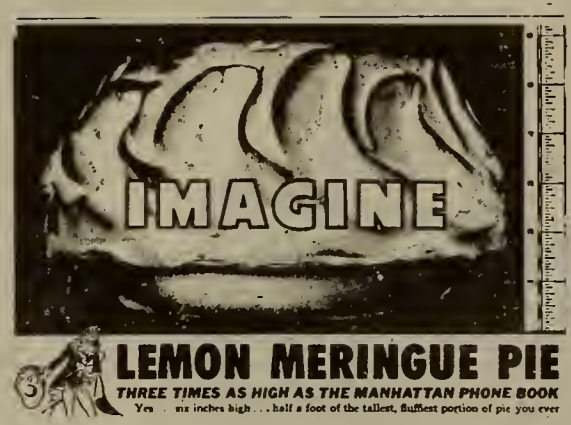
PSYCHOLOGICAL PRICING

We were doing a promotion for a manufacturer of ball point pens (three pens in a pocket case.) They figured that a price of 59¢ would provide a proper profit. We suggested that 79¢ had a better psychological appeal (and obviously had a better mark-up.)

79¢ suggested a reduction from a dollar, while 59¢ suggested nothing at all.

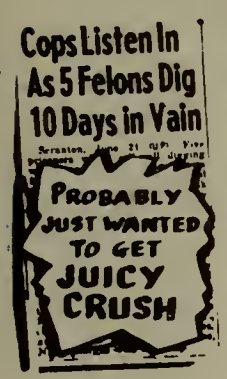
A YARDSTICK FOR SUCCESS

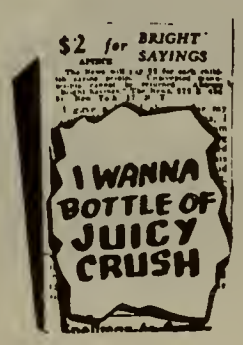
We mentioned in a paragraph that we lent substance to a visualization by using the New York telephone book. For a reducing salon that promised "Lose 8 pounds in a few visits", we put two Manhattan telephone books in a prospect's lap, and explained that each book weighed 4 pounds. With the explanation that "You can lose the dead weight of both these books in a few visits."



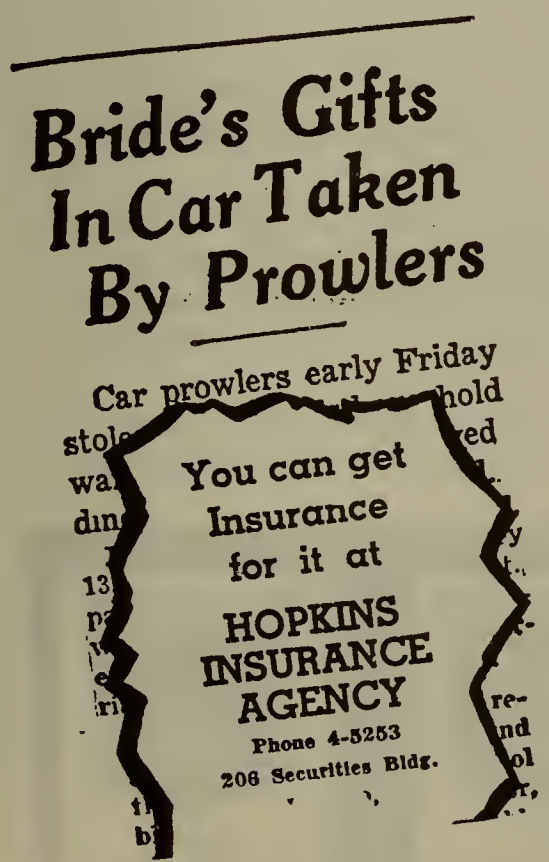
Illustrated to the right is an ad put out by a subscriber. Notice that they use the Manhattan 'phone book to dramatize the SIZE OF A PIECE OF PIE. Certainly a novel and dramatic adaptation of our suggestion.

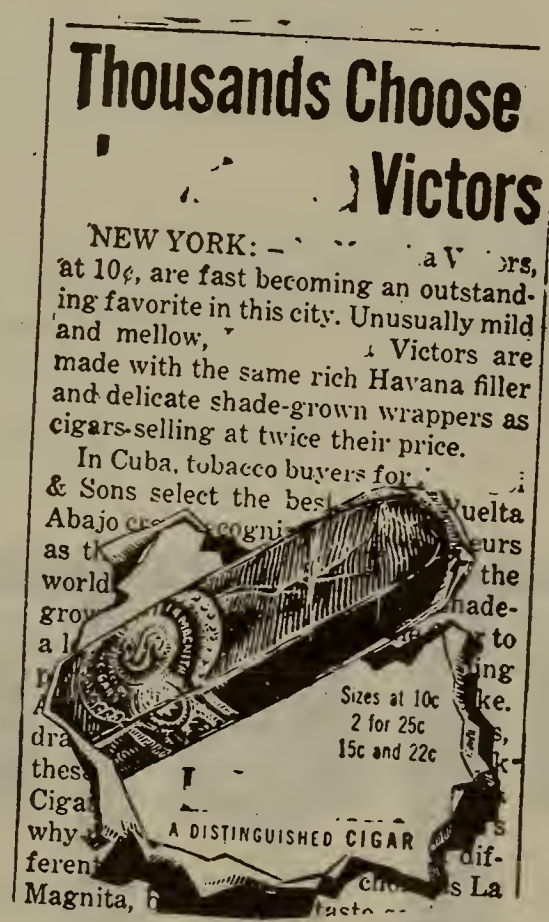
SMALL SPACE ADS





To the left are three little layout ideas we had in our first issue. Scattered around below are adaptations by subscribers. Study these examples and you should think of still new ways to use the same basic idea.





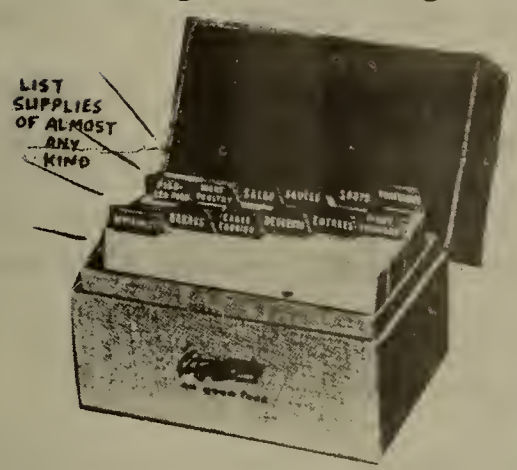
WHEN YOU CREATE A POCKET, YOU CREATE A KIT

When you have facts, figures or presentations for prospects, you probably put them in the form of a letter, folder, broadside, booklet or catalogue.

You can increase their effectiveness considerably by building a KIT of one kind or another. Kits can take many forms, are handy, convenient and have a "gadget" appeal.

One of our clients mailed a large box with many inserts to women agents. We proved that a mailing box with the simple addition of a handle...would be more practical, acceptable and handy. Would act as a selling kit for his agents.

And cost but a few cents more than the regular mailing carton.



A good idea too seldom used is the FILE BOX. For very little money, you can send file boxes for most any purpose. Boxes that can be labeled anything from "Ideas" to "Supplies."

These boxes will be filled with many other names and services by the recipients, but your name and service can be printed on the cover. This too is a "kit" of sorts.

CARTOON PROBLEM OF THE MONTH

The Reply-O-Letter is one of the best known (and most effective) forms of direct mail promotion.

The problem was to create a series of cartoon ads that would illustrate the different advantages. Below is illustrated part of a series of 12 pieces featuring different "characters" that everybody instantly recognizes as recipients of direct mail.

Adapt this idea to your use, by featuring different typical idiosyncrasies of folks in your field.

SELLING INTANGIBLES

We spent some time with the president of a major hosiery concern. He told us a little story that you should find interesting.

"Before I was married", he began, "I never went with the beautiful girls that all the other fellows went running after."

> "The beautiful girls were too expensive, too independent, too hard to make, too spoiled. I went with the unattractive girl--who was gland of my company, appreciative of any little favor, co-operative and enthusiastic."

"-And I apply that principle to my business" he continued. "If Macy or Gimbel want to handle my line, they certainly can do it. But I'll not wine, dine and dance their buyers like a w--------."

"Give me a specialty shop or department store in smaller towns" he explained, "They're not squeezed, pushed, shoved and pummeled by salesmen--not coaxed, clutched, wined and dined. So they are more receptive to suggestions, open to ideas, anxious to handle quality products--and above all, like the unattractive girls, they are more loyal!"

> "That's why", he concluded, "I want monthly mailings to go out to these smaller department stores and shops all over the country."

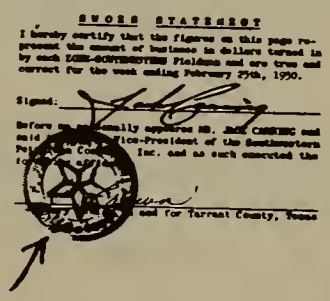
There are several illuminating facts for YOU in the paragraphs above. First, you should be interested in this thinking on the part of a major merchandiser. He uses trade papers extensively, has a sales force and a salesroom. BUT HE IS GOING INTO DIRECT MAIL IN A BIG WAY--TO SELL HOSIERY, a product many folks think must be sold in person.

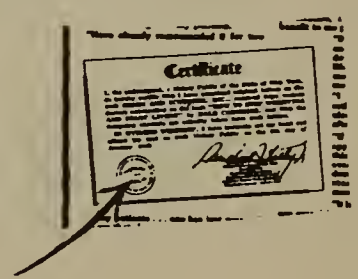
But the most important reason for the long quote above, is the secret adaptable to selling INTANGIBLES. It is the facility for painting pictures with words. Notice how his explanation of the unattractive girl dramatized, simplified and humanized the story he was trying to tell. You don't need an artist, studio or anything else to accomplish the same thing. Use a story or comparison to prove, explain or illustrate your point. A dramatic story that lends color, conviction and detail to what you are saying or selling.

You can mail as many as 15 or 20 post cards for as little as you'd spend for some mailing pieces that are run in several colors.

Try a mailing of a post card a day to a customer list...for 15 or 20 days..... Steady.

In a previous issue, we suggested that you can make any claim, offer or fact much more impressive by reproducing a notary seal "swearing to the fact."





* * * * *

'Doctor' said the worried fabric salesman, 'I've got to do something about my snoring. It's getting so loud that I'm beginning to wake myself up.'

'That's easily remedied' answered the medic. 'Just sleep in another room-!!'

SELLING FACTS WORTH REMEMBERING

The good-will of a successful business concern is most often set by the courts as being SIX TIMES its average annual profit.

Point out to your fabric retailers that they can promote both the good-will of their customers and increase the average profit of their shops with the Advance PATTERN-FABRIC Presentation. It fills the most important void in the merchandising of fabrics; the correct combination of PARTICULAR styles with SPECIFIC fabrics.

As proof of the need and industry-wide acceptance of this program, most of the BEST KNOWN FABRIC FIRMS in the industry have become active and enthusiastic participants in behalf of the fabric retailer-such nationally famous concerns as:

AVONDALE BATES BOTANY
BERKSHIRE HATHAWAY MILLIKEN
CROMPTON-RICHMOND REIGEL STEVENS
INDIAN HEAD WM. SIMPSON
SOAP "N" WATER

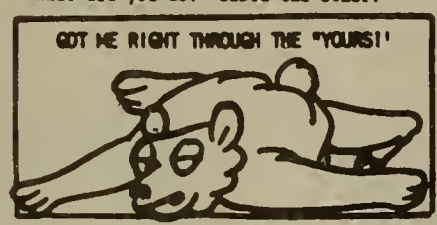
Mention these and other facts that you are equipped with, and you'll be building yourself a constant and profitable EXTRA income from the sale of Advance patterns free.

IT HAPPENED

Two fabric salesmen were standing at a bar and shooting the breeze.

'I was on a hunting trip once, and suddenly a bear came towards me' said the first fabric salesman.

'What did you do?' asked the other.



'I lifted my gun, went 'bang' and shot the bear right between the yours!'

'Yours?' said the second salesman.'What's yours-?'

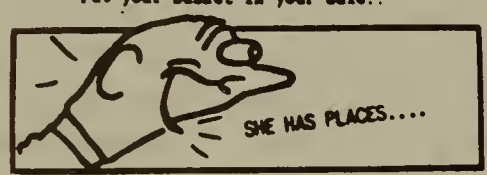
'Thanks' replied the first. 'I'll have a scotch and soda.'

OLD, BUT GOOD

If you can get a grin out of a prospect, you are on the way to turning him into a friend--and it's always easier to turn a FRIEND into a customer.

One fabric salesman we know is creating a lot of good-will with a simple expression he uses when leaving his business card with a prospect:

If you throw this in your basket--
Put your basket in your safe!!



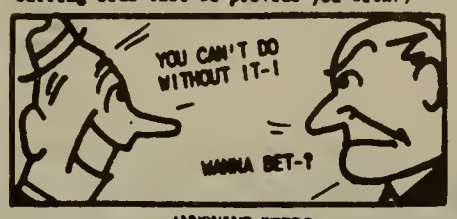
The fabric salesman was describing a gorgeous woman who came into the fabric shop for material.

'Well, all I can say' he whispered,'-Was that she had curves in places where other women don't even have places!!'

Can you imagine any fabric retailer who won't agree to the simple logic that the sale of Advance Patterns will result in the sale of more fabrics?

Your selling story is as simple as that!

Then you surround your selling story with the many forms of printed promotion that we supply, PLUS the fact that YOU are the expert merchandising counselor (which you become automatically with the material and selling aids that we provide you with.)



ANNOYING WORDS

According to research with buyers, the ten most annoying words used by salesmen are:

Okay	Gal
Lousy	Racket
Terrific	Swell
Contact	Honey
Definitely	Nuts

And the two sentences that kill most sales are:

'Between you and me.....'
'You can't do without it!'

A task without a vision is drudgery. A vision without a task is a dream. A task with a vision spells success. SELLING FABRICS BACKED BY THE ADVANTAGES AND PROFITS OF THE NEW ADVANCE PATTERN-FABRIC PROMOTION SPELLS SUCCESS.

THE RULE OF TWELVE
FOR SUCCESSFUL SELLING

One of the most successful salesmen of all time explains that the secret of selling success is the 'RULE OF 12.'

The first 12 feet, the first 12 words and first 12 inches.

You are judged by appearance for the first 12 feet, by the first 12 words you say during a call, and what you do when you get 12 inches away from your customer.

We suggest that you look enthusiastic about something new when you are 12 feet away. That you get out your Advance presentation when you are 12 inches from your customer, and that your first 12 words be--

"HAVE YOU HEARD ABOUT THE NEW ADVANCE PATTERN AND HOME SEWING PACKAGE?

SHORT STORY--SNAPPY ENDING...

The fabric salesman was entertaining a friend from England at a neighborhood bar. 'I just don't understand your American way of drinking' the Britisher said.

'You'll order whiskey because it's strong, pour in water to make it weak, put in a lemon to make it sour, add sugar to make it sweet. Then you stir it, push it towards me, say 'Here's to you' then drink it yourself!!'

Why should a jobber or his salesmen read printed promotion? Because it will contribute to his income, success and satisfaction.

You probably are certain that your product or service will do this for him. He possibly is not so sure of this, and scarcely reads your material to find out. How can you get him to read your material?

By putting yourself in his position mentally, and providing a promotion that he CAN'T AFFORD NOT TO MISS. A good example of this is a monthly Idea or Selling Newsletter, such as this piece illustrated.

The secret behind the success of this promotion (and you should have seen the letters of congratulations from jobbers themselves) was in the fact that 70% of the material was devoted to ideas that contributed to the success of the jobber and his salesman, and had no reference to the company or its line of products. That's unselfish thinking.

In addition, everything was used as devices to insure readership; cartoons, humor, panels, dotted lines, a second color, good basic ideas etc. This example was as successful as Hudson's. The only reason that we show you this, is that Hudson's was on colored stock, and won't reproduce as well.

Company

STREET ·· USETTS ·· U·S·A

June 20, 1950

Dear Mr. Levy:

We have subscribed to your news letters and find them very interesting. You've got good, refreshing ideas. In fact, your letters are so well liked that I'm writing to inquire if you are able to do some promotional work for us.

Our company sells greeting cards by mail to house-to-house selling agents. Most of these agents are women (about 90%) who work a few hours each week in their spare time selling cards to friends and neighbors. We send out mailings about once every month and sample assortments twice a year.

In two weeks time we will need a special, novel letter to a large mailing list that has not been tried by us before. We'd like to work with you on this letter.

Please write me by return mail about your available time, your prices, etc.

Yours truly,

THIS IS QUITE A STORY...

In case you are curious, the letter above represented quite a problem. Seems that this concern had purchased the names of 50,000 women agents from a competitor who had gone out of business.

Then discovered that the competitor hadn't paid these women their rightfully earned commissions! Can you think of a sourer list to go to, to sell greeting cards for resale?

We created an idea and wrote the copy for a two-page letter (front and back,) not even two sheets of paper. We charged $250.00 for the piece, and must admit that the client looked at the few words, and wasn't hysterical with glee at the price.-But bought it.

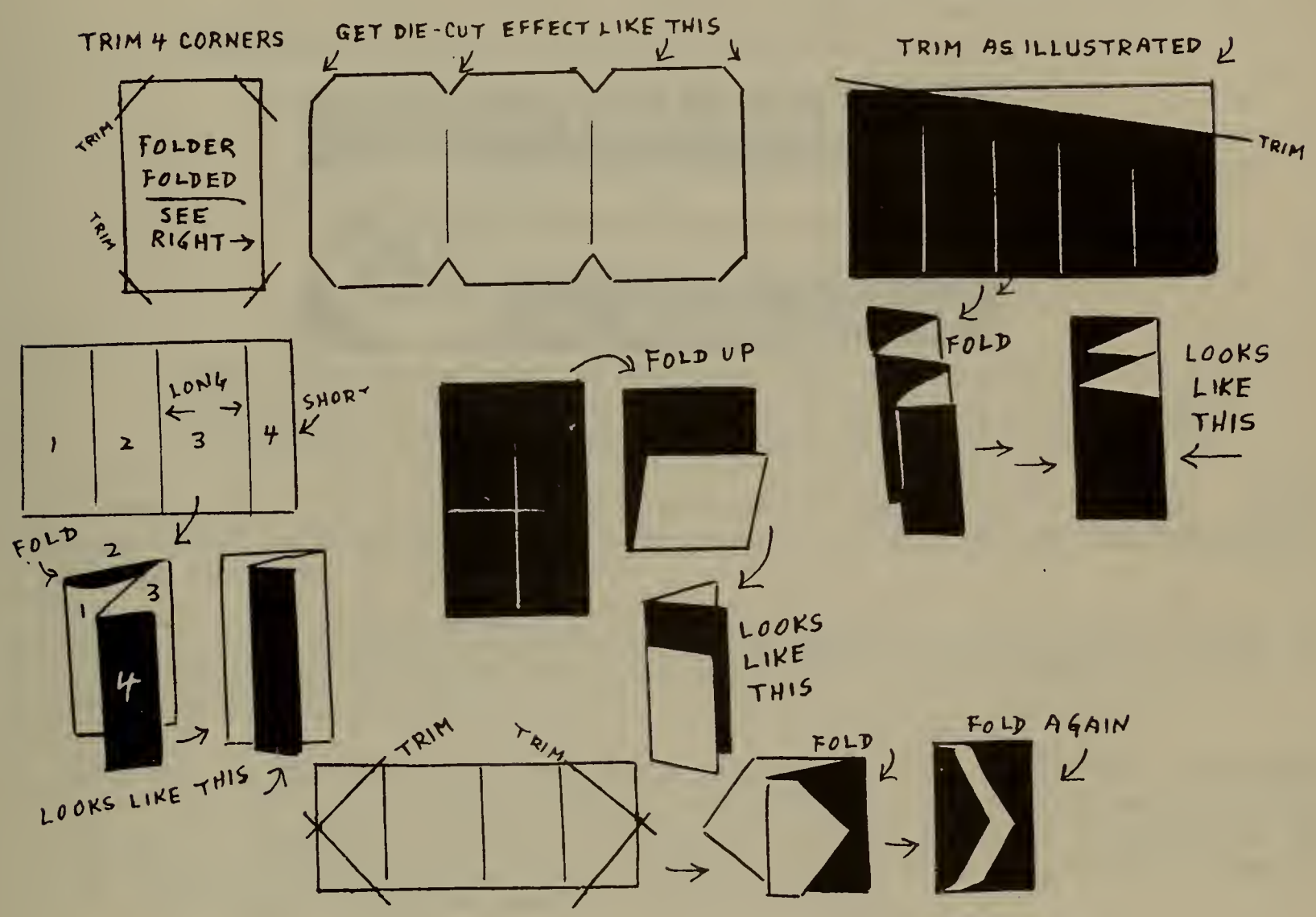
The letter produced 15% in returns! Not in inquiries, but in actual orders for $3.98 each. Now see next page...

FOLDERS

There are many ways to get two-color effects and die-cut appearance without the costs of several colors or die-cut runs.

Below are rough sketches showing how folders can be made in several different styles--using paper stock that is colored on one side and white on the other.

Then have your printer trim paper to achieve the designs below.



SIMPLICITY

Reproduced to the left is the cover and several pages from one of the most effective booklets we have ever seen.

The story (life insurance) is simplified, dramatized and humanized to say more---faster---with more affect, than all the fancy phrases in the book.

This is so obvious, we wonder why it isn't used more often.

GUARANTEES

Most everyone uses a guarantee of one kind or another. As a result, the word is losing much of its punch and power. Some of these guarantees are legitimate, some of these guarantees only guarantee...that you have a guarantee.

TRY INSURANCE

You will find that there is an insurance company somewhere that will underwrite almost any kind of policy that you may want to issue. And if you get stuck, you can always go to Lloyd's of London.

> You can provide a policy on almost anything from quality to workmanship, from performance to whatever you want to feature.

> Above is a window strip we designed that just proves how far you can go with an insurance policy. The story behind this promotion is exclusive and confidential. You can now read the facts below:

A manufacturer of dog sweaters contacted an insurance outfit in Ohio. At his suggestion, they issued a policy which covers the life of any dog belonging to the purchaser of a dog sweater.

This policy is free for one year to the dog owner. But the policy is made out for three years, which means that the owner must pay the premium for the second and third years.

This is a good deal for the insurance company, because it provides thousands of sales without any selling cost on their part. It is a good deal for the sweater manufacturer, because it provides thousands of sales of sweaters. It is a good deal for the dog owner, because it provides a bargain deal. And it is a good deal for us, because it fills this space.

> We give you this example merely to show how far afield you may go with the insurance policy idea. The tie-in is only limited by your imagination.

Insurance agencies could profitably build business by underwriting such business promotion. Manufacturers can find this an effective way to prove quality.

FREE VERSUS FAIR

If you plan or contemplate a booklet or similar piece, wonder about giving it away or selling it, consider:

> The Federal Housing Authority and Dept. of Commerce each distributed the same pamphlet at a Home Show in Kansas City.

The FHA gave away the pamphlet, had few takers. Commerce sold them for 15¢ each---couldn't keep up with the demand!!

We've often stressed the fact that many promotions are most effective---when least expensive.

That the <u>less</u> you spend on some kinds of printing, the <u>more</u> successful it often becomes. That a rough mimeographed "Bulletin" often has greater readership than a careful four-color job that becomes "just another ad."

> We have seen too many examples of this to figure it as accidental or exceptional.
>
> Listen to this short story:
>
> A publisher was ready to produce a detailed and expensive reference booklet; simulated leather cover, book binding, type-set pages, sketches, designs etc.
>
> Instead--
>
> We suggested that he take an ordinary FILE FOLDER and use it as the cover. That he print the pages on a mimeograph machine, that he staple the pages in the folder and distribute complete as a filing piece.

His costs were about 15% what they would have been the original way. His results were phenomenal.

> Try this yourself on many of your printed pieces. Produce them in a regulation <u>file folder</u>, and let us know the results. Ten to one it outpulls anything else you ever used.

Stirling Dairy Promotions